

American



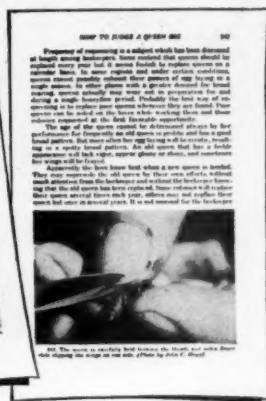
# BEE JOURNAL



VOL. 22 NO. 12

DECEMBER, 1952

MARKET  
ROUND-UP



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# Food for Thought



## We Wish You A Very Merry Christmas

The staff of the American Bee Journal welcomes the opportunity to join others in this issue in wishing each and every reader A VERY MERRY CHRISTMAS. We hope Santa fills your stocking well, that you will be reveling with friends and relations, and all have a merry, rollicking good time.

Christmas is a time of giving and good cheer. We give to you our promise that we will try to make each and every issue during the coming year more interesting, informative and important to you as you go about your beekeeping endeavors. And especially at Christmas we wish you much happiness and good cheer!

## Let's Go to the California Meeting

Elsewhere in this issue, there appears an announcement of the annual meeting of the American Beekeeping Federation at San Jose, California, January 26 to 31, 1953. As before, many other groups and organizations of the industry will hold meetings at the same time. These meetings are important to the entire bee and honey industry; they deserve your support.

Many will say that California is a long way to go to a meeting, but Westerners have come long distances to attend meetings in the Midwest and even in the East. There is a real need, also, for holding the annual meeting of the industry in different locations of the country from year to year. While it may be a long way for you, it will be worth your while to find some way to get there. It is not a question of whether you can afford the trip but whether you can afford not to attend.

At the California meeting, decisions will be made which will have a serious bearing on the future of our industry for the coming year and even for many years to come. Clear-thinking leadership will be needed to make those decisions, requiring full representation from all parts of the country.

We strongly urge you to attend! Plan now to be there! Yours will be a wonderful trip, a pleasant stay in sunny California, the opportunity to meet folks from everywhere, and the responsibility of helping to improve conditions within the industry.

## The 1952 Honey Programs Are Preferred

Honey producers everywhere are completely satisfied with the type of the present support program. They speak of it as a producer program. While some would like a higher support level, most appear satisfied.

Due to the honey programs—price support, the sub-

sidy programs for export and for diversion, and the October promotional program conducted by the industry with the help of the Food Distribution Branch of P.M.A.—producer honey is in fair demand, consumer honey is moving well, and less is signed up for possible purchase by the Government next March 31, 1953.

While all states still have until December 31 to participate in the loan and purchase-agreement program, by November 14 only 3,570,341 pounds had been signed up with the bulk of this being placed under the loan program. It also is firmly believed that much of this honey will move through normal channels of trade before March 31, 1953, instead of going to the Government. By October, 1951, more than 9 million pounds already had been contracted for by the Government and almost 18 million pounds were purchased under price support by the end of the marketing season.

Who can say that this is not a better situation? Who can say that the present honey programs are not indeed better for the honey industry?

## Lay the Foundation Before Putting on the Roof

A subscriber comments with consideration, after reading the several articles in the September Round-Up on honey promotion, that he wondered if that particular issue of the American Bee Journal had been designed to emphasize the need for promotion, or to display thoroughly the complete lack of coordination, understanding and cooperation of our industry? He further comments that the only consistency among the articles was the thought that promotion will have to start at ground levels. He continues, "Building a promotional program at high levels is a fine thing, but for gosh sake, let's lay the foundation before we try to put on the roof."

We appreciate that the articles represented a variance of opinion. That, of course, is true of a Round-Up, especially one which is written on the same subject by an outstanding group of individual leaders. The variation in their thinking represents to us the extent to which the industry has approached a great problem rather than lack of coordination, understanding and cooperation. For we only have opened the door to solving our honey marketing problem.

Until we have organized properly and effectively and have equitably supported a successful promotional program of our own, we are bound to have diversified opinions.

But our reader is entirely right that promotion will have to start at ground levels. If every individual within the honey industry would influence the consumption of one pound of honey each day throughout the year, we would solve our own marketing problem. Then we would have the foundation! And if every individual within the industry could be made to understand the value of organization and would support its work, an adequate program of promotion and marketing would result. We then could put the roof on!

# THE AMERICAN BEE JOURNAL

HAMILTON, ILLINOIS

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### Our Cover Picture

Perhaps you will recall the picture on the cover for December, 1950. The cover contest was on, and L. F. Bowman, Hilliards, Ohio, won with his two youngsters eating bread and honey. This time another young Bowman shows preference for comb honey and has succeeded in getting the right hand well covered and the mouth all open for a taste of a delectable sweet.



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# Market Round-up



## Organizing to Sell Honey

by Charles W. Gouget

*Glen Ellyn, Illinois*

**F**OR centuries man has concerned himself with production for his own use, that is, for his immediate family or locality. Under such primitive conditions there was little need for marketing beyond bartering one thing for another. Today, production has become specialized and the production of items has exceeded the ability of any one locality or environment to absorb it. With each increase in business functions and in plant capacity, the producer has found that he can no longer be the "Jekyll-Hyde" producer-bookkeeper-salesman of the past; instead he must rely on a trained bookkeeper, and on the professional middleman to obtain his markets. In addition, he found that aggressive salesmanship, product identification and other devices were necessary to get proper distribution. Growing interest in marketing has led to a great increase in market statistics, publications and associations, facts which make it most necessary for every industry to pool its common interests to obtain the maximum benefits for the group. However, despite the great scope of present-day marketing, its study is relatively new among the social sciences. Tremendous amounts of money and energy have been spent in the scientific study of production while comparatively small amounts have been spent on the scientific study of dis-

tribution. This fact is especially true of the Honey Industry, largely because it is a comparatively new industry almost without precedent to draw upon in marketing experience. The days of the "rugged individualist" are gone when any business can be run "by guess" or "by gosh" and still survive. The days are gone when any business can cope with current problems by using worn-out "oxcart" methods. Problems today require precise measurement and group action for the most effective results. Efficient marketing today depends on information which will fulfill its mission only if the methods by which it is analyzed and collected are correct. The measurement of incomes, purchasing power, trade areas, channels of distribution, and all factors vital to successful marketing require the use of scientific methods.

### What are the Facts?

In this country, honey is neither a luxury nor a commodity; consequently it must compete with luxury sweets like jams and jellies and good candies on the one hand, and with the cheap sirups on the other. Honey is hard to handle around the home without a dispenser, and since a little bit goes a long ways, many parents hesitate to buy it for their children even though they realize its healthful qualities. Sugar is much

easier to handle, it is not so rich, its use has become a habit with most people, it has many more known uses to the housewife, it is pleasantly sweet to most people, and it is relatively cheap. These are some of the reasons why it is difficult to sell honey. Although honey in small quantities is not disliked by most people, it becomes too "rich" for many when it is used like sugar. It is not sought after like a cup of good coffee or a piece of good candy, even though it is much more beneficial. Again, many people are allergic to honey and cannot use it in any form.

To cope with all of these idiosyncrasies of human nature, we must be well organized as an industry because volume production, as we have it in this country, requires volume sales which cannot be effectively accomplished through individual action, regardless of how well intended it may be. A real coordinated marketing effort on a national scale is the only answer to the "spatterprint" methods of the past.

### What is the Problem?

In Persia honey sells for \$1.50 a pound, and a beekeeper who owned twenty hives would be considered a rich man. In the United States honey may sell at from 15c to 35c a pound, and a beekeeper with twenty

hives can make little more than "pin money" to supplement another income for his living. What makes this tremendous difference in price in the two countries? The explanation lies in the fact that honey is a rare luxury in Persia, and because it is very scarce, large premiums will be paid for it, while in the United States volume production has reached commodity proportions without a corresponding balance in volume sales to market the product. The problem, therefore becomes one of how to increase volume sales to balance volume production, because only under such circumstances can the beekeeper hope to sell his product at a price more nearly equal to the things he must buy for his business and his family.

#### What is the Solution?

1. The marketing problem must be studied and analyzed on a national scale and coordinated steps taken to do a "bang-up" job on volume sales. This coordinated effort has become a reality through the cooperation of various agencies of the Department of Agriculture with our own organizations who together planned the drive to sell honey on a national scale during

the month of October. Every beekeeper should have considered this drive a special opportunity to contribute what he could toward a united effort.

2. Steps must be taken to educate all of our beekeepers in the unusual merits of the product we have to sell. Only by knowing, can they do a good, old-fashioned job of selling. Perhaps we could learn something by studying the system used by Land O'Lakes Creameries Inc. By a system of member education supplemented by premiums for quality, and adequate testing and inspection at the creamery, the association has developed a highly standardized product of uniform quality.

3. Some means of standardizing the quality of honey turned out by the small producer must be found. A mechanical unit that will do the whole job from the extractor to the bottle would be a great help in this direction. Standardization seeks to present a uniform product which is pleasing to the eye and which stimulates purchases, and at the same time provides the consumer with a product that will give satisfaction. In addition, standardization and careful grading make possible a

common language between buyer and seller, aids in the comparison of market prices, facilitates the adjustment of claims, reduces marketing costs and permits more effective distribution. Proper distribution leads to market stability and encourages buyers to purchase their requirements with confidence. Confidence in the market encourages the retailer to stock and feature the product. This leads to steady retail prices which stimulate consumer buying.

4. Beekeepers must learn to support their organizations just as members of labor unions support theirs, because only through organization can the benefits of mass production be achieved and the product marketed to the best advantage of all concerned. Organization means a unity of purpose through the coordination of individual efforts toward a common goal. Organization means improving the individual's welfare and living standards through group activity. Organization means improving the general morale and ethical standards through group activity. Organization means uniform standards for honey, greater demand, steady sales, higher prices and more profits.



## Don't Cut Your Price

by Art Kehl

Watertown, Wisconsin

**O**NE dollar a pound for honey? Raise it to \$1.75. Yes, it is being done! Beekeepers are selling honey at these prices right here in our United States.

N. A. Chamberlin of Poplar, Wis-

consin, at a recent meeting of the Wisconsin State Beekeepers Association, told the story of selling some of his honey under the brand name of Brule Valley Wild Flower Honey at \$1.00 a pound; and, it was not

the usual white honey which Wisconsin beekeepers hold in such high regard.

Several years ago while I was motoring through southern Florida I purchased a jug holding 12 ounces

of honey for \$1.75. With the increase of prices on all commodities since that time, I would imagine that beekeeper is now getting somewhere in the neighborhood of \$2.25 for that same package.

These are exceptions, but they have proved a rule that any individual beekeeper can set his own price if he cares to work at merchandising.

Recently I heard one of the leaders of our industry estimate that at least 50% of our national honey crop still goes to market directly from beekeeper to consumer. It is to these people that I want to talk. No doubt other writers in this issue will discuss the regular channels of trade.

Perhaps it would be better for our industry if all beekeepers were solely producers. But when one realizes that most of our present day packers started as beekeepers, we get a different thought. A small beekeeper today may be the large packer tomorrow.

Certainly the rules of food handling and good merchandising apply to the house-to-house sale of honey. I say "the rules of food handling" because honey is a food product and we as beekeepers must treat it as such. I know that because of the old saying that bacteria cannot live in honey all too many slipshod methods are employed to handle the honey before it is ready for the ultimate consumer. If we use good care in the preparation of our prod-

uct, then we will have confidence when we approach our customers that our product is better than that offered by other persons contacting that same customer. Remember when discussing honey with anyone that while all honey is good, your honey is better. Never make the mistake of saying that someone else's honey is bad.

Certainly one of the greatest faults that we discover in the field of honey merchandising is that of price cutting. The small producer blames the packer. The packer blames the small producer. If one is to make a survey of the market today, he will readily recognize that honey which passes through the hands of the large commercial packer is usually sold at a higher price than that sold by a beekeeper-packer to a storekeeper. It is quite understandable that a packer who purchases most of his supply of honey must get a higher price for it than the producer who packs and sells it himself.

This price proposition gets to be quite a problem in most beekeepers' meetings where it is discussed. I recall to mind a story that I've told before. A beekeeper came into a neighborhood grocery store and inquired of the grocer about the price at which he was selling honey. The grocer replied, "\$1.25 for a five-pound jar." The beekeeper left the store and yelled to his helper across the street, "We'll have to sell for \$1.00 in this block, Joe."

Such thinking is certainly not necessary. The beekeeper who packs his own product and delivers it from house to house or sells it through a roadside stand is doing the customer a service and is entitled to as much, if not more, money as the storekeeper who stocks and sells from his shelf.

I have tried to point out that because of the fact that a good share of the honey produced in our country today moves to market directly from the beekeeper to the consumer, such beekeepers must be very careful about the quality of their package and should certainly feel justified to ask a top price for their product. Continually selling direct, at a price lower than that currently in force in the neighborhood stores, drives the honey market lower and lower instead of improving it.

Before concluding this article, I would like to tell you beekeepers just a few of my personal thoughts regarding the national honey situation. It is my belief that honey receives more unsolicited testimonials than any other food product. It is recognized all over as a natural sweet with healthful qualities. It is also my belief that while the above statement is true, there is just not enough emphasis placed upon asking people to buy our product.

If we are to improve our honey market, more of us beekeepers must ask more people to buy more honey more often.

### Langstroth Bee Garden . . .

The September issue of the Morris Arboretum Bulletin, compiled by Dr. Jacob R. Schramm, Director of the Arboretum, is devoted to an account of the dedication of the Langstroth Bee Garden in memoriam to the late L. L. Langstroth. Included are a dedication foreword by Fred W. Schwoebel, curator of the Langstroth Garden, articles by the late E. F. Phillips, by James I. Hambleton, M. Albert Linton, Edwin J. Anderson, and finally dedication and reminiscences by William Langstroth Cowan, grandson of Lorenzo Lorraine Langstroth.

As long as available, copies of the dedication bulletin may be obtained by addressing Fred W. Schwoebel, Curator Langstroth Bee Garden, Morris Arboretum, Chestnut Hill, Philadelphia, Pennsylvania.

### Greek Bee Book Revised . . .

We acknowledge receipt of the 1952 publication of "Beekeeping" by N. J. Nicolaidis published in Athens, Greece. This is a much larger book than the former volume printed in 1947 and contains added illustrations. Mr. Nicolaidis is to be congratulated on this fine addition to the upbuilding of honey production in Greece. The book has 400 pages and is paper bound. We assume that the price would be about \$4.00. Mr. Nicolaidis' address is Bank of Chios Building, Athens.

### Alfalfa Seed Production . . .

Alfalfa seed production in 1952, to which is added the moderate carry-over of seed, gives a govern-

ment estimate of over 172 million pounds of seed, some 29 per cent larger than 1951 and nearly twice the 1941-50 average.

California, Washington, Kansas and Nebraska rank in order in amount of alfalfa seed produced with 33, 17, 14 and 12 million pounds estimated as the 1951 crop by the Bureau of Agricultural Economics. Washington and California rank highest in pounds per acre with 525 and 460 pounds respectively.

### Cages for Bait . . .

David Freeman of Ozark, Arkansas, has found a new use for old secondhand package bee cages. He sells them to fishermen for caging grasshoppers or frogs for live bait.



# Selling Through Brokers and Wholesalers

by Roy S. Weaver, Jr.

Navasota, Texas

**E**VEN if a beekeeper enjoys packing and selling his honey crop, he cannot long continue to do so unless he shows a profit on the time and labor. To keep his head above water, with honey selling far below parity price, it is imperative that the beekeeper use his time productively.

If a beekeeper is so anxious to get rid of his honey that he packs it and sells it to the grocery trade or to the consumer at below market price, he is not only taking a loss himself, but he is doing damage to the industry. Even relatively small quantities of low priced honey scattered throughout the markets of the nation will tend to weaken the market price.

There is another factor which affects the price of bulk honey. It is possible that a producer's honey is reaching the consumer at the market price for bottled honey, but the packing, merchandising, and distribution costs are so high that the producer is not realizing the full market price for his bulk honey. For the good of himself and the industry, the beekeeper who packs honey as an individual or in cooperation with a group should watch his costs carefully to see that he is actually getting the most he can for his crop.

Possibly the cheapest way to sell honey is through a broker to the wholesaler, who in turn sells it to the retail stores. The broker is the contact man between the packer and the wholesaler. His services are inexpensive because he is strictly a commission agent, and is paid his commission only when he makes a sale. In the strictest sense, the

broker is a manufacturer's representative, and may act as an agent for about a dozen manufacturers of non-conflicting merchandise. Actually he handles no merchandise, but merely acts as a salesman, calling regularly on the wholesalers in his territory. He takes orders for the manufacturer he represents and sends the orders to the manufacturer who ships the merchandise to the wholesaler. The manufacturer then pays the broker his commission on the sale.

Now that gets honey into the wholesaler's warehouse along with 2,000 or more items, and that is where the system begins to bog down as far as honey is concerned. The wholesaler has salesmen calling on the retail stores, but with over 2,000 items in stock, the salesman cannot possibly do a job of selling on each item. The retail store manager orders the items which he knows he will sell. Some stores sell quantities of honey and order it regularly. Many stores do not carry adequate displays of honey, however, and many more do not stock it at all.

To help overcome this situation, and meet the competition of other brands of the same kind of merchandise, some brokers offer detail work to their manufacturers. In other words, the broker employs salesmen who call on the retailers to sell and help set up displays of the items which they are working. This system has many ramifications, but usually the merchandise, for instance honey, is delivered to the retailer by one of the wholesalers who orders through the broker. The broker usually charges the honey

packer and other manufacturers for whom he is doing detail work a fixed monthly fee for the detail service. While this system adds to the distribution of honey, it also adds to its cost.

There are other brokerage firms which act directly between the manufacturer and the retailer. The various forms of that service are beyond the scope of this discussion. Neither will we go into the problems in chain store merchandising.

In selling strictly through brokers in the simplest form, distribution costs are easy to figure in advance because the cost of selling is a fixed percentage of the amount sold, and of course, no matter what methods of distribution are used, other costs such as handling, processing and packing, container cost, freight, overhead, discounts, and advertising, must all receive consideration.

In summary, it seems that if honey were in general demand as a staple food, then the method of selling through brokers to wholesalers would probably be the most economical way to obtain distribution. If honey were in such demand, competition would be only between different brands, which would be a very healthy situation.

But we must face the sad fact that honey is not in demand as a staple food. It is still mainly an impulse item. Many people still think that to get honey, they must go to the beekeeper, but they forget to do so. Very few farm products are now thought of in this way. Nearly all are in regular demand at the store. Therefore, an orderly system

(Please turn to page 529)

# Oklahoma's Honey Market Program

by Fain G. Cesar, Director

*Oklahoma State Board of Agriculture  
Marketing Division*



If a great deal of good is to be accomplished toward improving and expanding the market for American honey producers, it will be necessary that the American Beekeeping Federation adopt an over-all marketing program that can be carried on throughout the nation, and put into effect by the marketing officials of our various states, with the support and encouragement of our honey producers.

In 1948 a committee representing the Oklahoma Beekeepers Association called on our office to discuss its honey marketing problems in order to determine what assistance we might furnish them. These problems were fully explained to us by Glenn Gibson, then president of the state association, and later by Roy A. Grout, of the American Beekeeping Federation. After reviewing these problems, we decided to realign our budget whereby a marketing specialist would devote half of his time working on honey marketing problems in Oklahoma. This marketing specialist, E. A. Kissick, visited practically every beekeeper in the state of Oklahoma to familiarize himself with their particular problems. After calling on the beekeepers, a meeting was called by the Association to set up a marketing program for 1949. We were advised that one of the primary problems confronting both the Oklahoma association and the American Beekeeping Federation was inadequate funds. In view of this situation it was decided by the state association to submit a proposed honey marketing law to the Oklahoma Legisla-

ture for its consideration. We assisted the state association with the preparation of this law, which provided for a tax of  $\frac{1}{2}$ c per pound for all honey distributed in Oklahoma. This law provided that all distributors report their sales on a quarterly basis, thereby eliminating the expense of placing a tax stamp on each container sold. The money obtained from this tentative legislation was to be expended in the following manner: (a) Fifty per cent of the money was to be retained by the Oklahoma Department of Agriculture to carry out the honey marketing program in Oklahoma. (b) The remaining half of the money collected was to be given to the American Beekeeping Federation for the national honey marketing program.

We felt that the American Beekeeping Federation should set up a national program, whereby our state program would be a part of the over-all marketing program. This Act, presented to the 1949 Session of our Legislature, was not enacted into law, largely because of opposition from some of the firms importing honey into Oklahoma. Without any additional funds, we continued our part-time honey marketing program by working with retailers in expanding their sales, and with individual distributors in locating new outlets. Our marketing specialist, E. A. Kissick, resigned in 1950 to accept another position; therefore, we were forced to discontinue this activity.

We have been vitally interested in the honey marketing program,

therefore, we were most happy to make a honey consumption and distribution survey, at the request of the Marketing Committee of the American Beekeeping Federation. The questionnaire, which we thought very good, used in this survey was prepared by Mr. Grout's committee. We found that the major portion of the housewives called on had received very little information relative to the food value of honey; also they used very little honey in cooking. This situation would imply that a consumer educational program should be carried on as a part of the over-all marketing program.

We also found that most retailers did not display honey where the housewife would readily see it during their trip through the store. Since honey is recognized as "an impulse item," it would seem advisable to work with retailers to improve their displays. Roy A. Grout's article in the September issue of the American Bee Journal gave a very good statistical picture of our survey, therefore, the reason for not quoting this information in this article.

We feel that the present program, "Helping the producers of honey to help themselves," now being carried on by G. Chester Freeman, of the Food Distribution Branch, has greatly assisted toward increased honey consumption in Oklahoma and throughout the nation. We have been unable to obtain any definite statistics on this program, but have heard many favorable comments from both producers and retailers.

We are living in a highly com-

petitive age, with many organizations doing everything in their power to increase the per capita consumption of their product. This was very well emphasized in the article "Organizing for Future Honey Promotions," by Byrne Marcellus in the

September Journal. In working with beekeepers and distributors, we have found that it is very important to include all segments of the industry in any program undertaken. This policy has proved true not only in the honey marketing field, but also

in marketing programs for other agricultural commodities. By following this type of action, every segment of the industry feels that they have a certain responsibility, and in most instances gladly accepts it. (Please turn to page 530)

## Pricing Honey for Trade Channels

by Russell L. Griggs

Hancock, Iowa



**H**ONEY selling is no better today than it was thirty or forty years ago. Most of us closely connected with the production of honey are far removed from merchandising or distributing, and it is quite apparent we have much to learn about producing honey without entering the field of distribution. It might be asked why we do not spend more time managing our own occupation, and let the men educated in merchandising do that job for us.

What do we honey producers know about the regular channels of trade used by other products? Honey producers market a most healthful, nourishing and delicious product, bypassing various steps in the channel of trade, forgetting that when they perform these services, they are entitled to charge for them. I believe every producer-packer of honey should make an outlet for bulk honey for his neighboring honey producer. But this is seldom done because the producer-packers are too often selling their own honey at a price which does not return a fair price for bulk honey. That is, they are selling their honey without the mark-up necessary to provide for advertising, promotion, brokers, and freight allowances, and probably without a wholesale mark-up. They are generally selling honey at a price that, if the volume were to grow into a large business, instead

of making a larger profit they would make a greater loss.

The largest distributors of honey have an allowance for advertising and promotion in their price set-up, but these deductions are taken from the wholesaler's bill without his doing any promoting or advertising, resulting thereby in a lower price. Food brokers are reluctant to handle honey as they are not used to auction products.

Also wholesalers dislike to buy from us because we are "fly-by-night" suppliers. We do not have our product on the market the year round. We are fly-by-night suppliers because our price is not high enough to replace our bulk product. The use of brokers and wholesalers helps to create a seller's market, instead of a less desirable buyer's market.

We may think honey doesn't need advertising and that the customer will go get it when he wants it. If that is true, why do we see billboards and T-V ads which say, "Don't salt it, CAREY it!" Certainly, we would go get a pound of salt when we need it. Honey is often referred to as a luxury item. If true, it is even more essential to remind people constantly to buy honey. I know producer-packers like to call on the merchants, and who can promote honey better than the producer, but I wonder if it might not be more wise to call on the mer-

chants who buy our honey from our wholesalers.

Honey producers asking 12½ cents a pound for bulk honey are selling honey in retail packages in competition with prospective buyers of bulk honey at a price which warrants payment of perhaps 7 or 8 cents a pound. That will bear repeating.

There lies a good part of our trouble in honey marketing. We should have honest-to-goodness honey producers, packers and distributors, using promotion, advertising, brokers, wholesalers and retailers, not forgetting our honey replacement and packing costs, and marking up for that service, or we should sell in bulk under the marvelous opportunity offered by the support program.

I have never been an advocate of strict honey house regulations, but lately it has occurred to me that strict honey packaging regulations might be the solution to our headache. If a sizable investment were necessary to pack honey for the retail trade, little honey packers like myself would fall by the wayside and packers educated in distribution would then be interested in what we have to offer.

As a last thought, what could be done by strong honey producer organization may have to be done by government regulation.



# New Food Products from Honey

by Jonathan W. White, Jr.

*Eastern Regional Research Laboratory<sup>1</sup>  
Philadelphia 18, Pennsylvania*

**R**ESearch directed toward improving the utilization of honey has been under way on a limited scale in the Bureau of Agricultural and Industrial Chemistry intermittently during the past fifty years. A great deal of analytical work was done during the time of Harvey W. Wiley around the turn of the century; later, during the period 1928-1943, a considerable amount of fundamental and technological work was carried out. The work with which the writer is associated has been under way for about four years. It is located at the Eastern Regional Research Laboratory of the Bureau at Philadelphia. This is one of four such laboratories, devoted to increasing the use of farm products, by-products and wastes by chemical and engineering research and development. The program of each laboratory includes the principal agricultural products grown in the area of the country in which the laboratory is located. These laboratories have been in active existence for over ten years; the reader who is interested in the achievements of the laboratories is referred to the article "A Decade of Chemical Achievement" in Chemical and Engineering News of December 24, 1951.

The transition from the wartime sellers' market in honey had been rather abrupt and the industry found inventories high, especially in the lower-grade, darker, stronger flavored honeys and a considerable carry-over from year to year.

The Department was requested to investigate methods of eliminating this surplus of strong-flavored honey and the first project undertaken by us was the study of methods of

modifying or completely removing the flavor of such honey. This work was under the direction of Mr. G. P. Walton until his retirement in December of 1949.

After a considerable period of experimentation, involving hundreds of small-scale processing tests, two methods of flavor modification were recommended in a bulletin issued in May 1950.<sup>2</sup> Because of difficulty in filtration of the types of honey which were to be processed by these methods, it was necessary to dilute the honey for treatment. The milder treatment, which reduced the flavor intensity of the honey somewhat but did not change its floral-type characteristics, was a treatment with a small amount of a colloidal clay, bentonite, which caused a flocculation of the honey colloids. Removal was by pressure filtration, followed by reconcentration to honey density. A more vigorous treatment was also worked out by which all honey flavor and much of the color was removed, leaving an essentially flavorless sirup which contained all the sugar values of the original honey. This process included dilution of the honey, neutralization of part of the acidity with lime, and heat treatment with activated carbon, followed by filtration and reconcentration to honey density. It was estimated the process could be carried out for about 1.5 cents per pound, including all expenses, interest, amortization of plant, etc., except administration and sales expense.

The product of this treatment is an essentially flavorless sirup which would have to compete with corn, cane and invert sirups for market. The levulose content of the sirup

is the same as that of the honey from which it is made, which offers a small advantage. Such a product should be in considerable demand during times of sugar shortage.

In an effort to find a use for deflavored honey sirup in which no other sugar product could be substituted, we investigated the possibility of producing a fruit-flavored spread<sup>3</sup> which depended for its texture on the fine-grained crystallization familiar to honey people in "creamed" or "Dyce-processed" honey. It was found possible to make such a product using a variety of fruit juices and purees, combined with deflavored honey evaporated to honey density, seeded and crystallized as in the honey-spread processes. Manufacture by this procedure required the use of a vacuum pan, not a common piece of equipment in honey processing although some plants are so equipped.

On further consideration, we made a number of samples of fruit spread using normal, good-flavored honey rather than deflavored honey. By reducing the amount of fruit it was found possible to obtain a product with a pleasing combination of fruit and honey flavor. Some of the fruit flavors tried were raspberry, strawberry, grape, apricot, pineapple, peach, loganberry, and orange. If the juices of these fruits are used as the fruit component of the spread, they cause considerable dilution of the honey with water so that evaporation is required to return the mixture to a suitable water content to allow the crystallization to take place. There is no reason that this evaporation could not be done before mixing with honey. In fact, by using suitable fruit juice concentrates the

manufacture of the crystallized honey-fruit spread could be carried out with a minimum of equipment. It is then possible to mix the concentrate with honey in a suitable proportion, heat to pasteurize, cool, seed and crystallize. We have been granted a patent on the process and product assigned to the United States of America, and available for use on a royalty-free, non-exclusive license.<sup>4</sup> A Western honey packer is planning to produce this spread on a trial basis.

As an example of cooperative effort within the Department, we have been working with the Dairy Research Laboratories of the Bureau of Dairy Industry. In this project, which has been largely carried out at the BDI laboratories in Washington, methods have been developed for manufacture of three concentrated honey-milk products.<sup>5</sup> It has long been thought that one of the deterrents to the wider use of honey in manufacturing has been the general difficulty of handling the material due to its physical nature. A dry honey should have wide applicability in the food field. A step in this direction is the production of a dry honey-skim milk product, composed of 40% honey solids and 60% non-fat milk solids. This material, a white, free flowing fine powder with a pleasant honey-milk flavor can be manufactured by methods developed in this cooperative study.

Two other honey-milk products have been developed, a honey-sweetened condensed milk and an evaporated milk fortified with honey. These products are easily manufactured and show adequate storage stability. It is possible that products of this nature might find application in infant feeding, provided research on this application would be so indicative.

Since the honey research program of the Bureau is operating with limited budget and personnel, we have tried to extend our program by cooperative efforts with other organizations and by contracting with outside organizations for research and development. Under the Research and Marketing Act of 1946, authority was granted to contract for certain research with organizations outside the Department provided the public interest was best served thereby. An example of the research contract mentioned above is the contract project carried out under the supervision of this Labo-

ratory at the Kansas Agricultural Experiment Station, at Manhattan, Kansas. The first contract has been completed and the results are either in print<sup>6</sup> or in process of publication.<sup>7</sup> This work was supported in part by funds from the American Beekeeping Federation. Designed to find the effects, if any, of the natural variability of honey in commercial baked goods and production schedules, the results show that by observing certain simple rules, certain difficulties may be avoided which have been encountered in the past by bakers using honey. An in-

vestigation of the value of honey in commercial cake and sweet goods has resulted in findings of great potential interest to the honey industry, which will soon be published.<sup>7</sup> A second contract on the role of honey in the cookie and biscuit field and in certain military items is under way at present.

The question of delaying granulation in chunk-honey pack so that such an item could be more than a seasonal specialty in the North is being studied. A process has been developed which shows promise in increasing the shelf-life of labora-



Above: Crystallized honey-fruit spread is a delicious combination of fruit and honey flavor.

Below: Combining the nutritional values of honey and nonfat milk, dry honey-skim milk offers a convenient way to use these products in food manufacture.



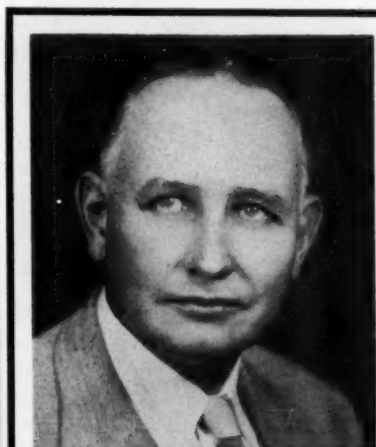
tory packs around 35 per cent at 57° Fahrenheit, the best temperature for rapid granulation. Treated samples stored at the temperature of the laboratory for a year have not yet become unsalable. Additional work may be needed to make the process useful to the producer, however.

While the development of new honey products is important in extending the use of honey, it would not be a cure-all for the marketing difficulties of the industry. The necessity would still exist for con-

certed action directed to the solution of marketing problems with the familiar honey items. Perhaps one of the most important problems facing the honey industry is that of producing it in a form that would facilitate its use by large commercial users, such as the baking industry. Dried honey-skim milk is a step in this direction, but its usefulness is limited to formulations requiring considerable amounts of milk solids.

1. One of the laboratories of the Bureau of Agricultural and Industrial Chemis-

- try, Agricultural Research Administration, U. S. Department of Agriculture.
2. J. W. White, Jr. and G. P. Walton, "Flavor Modification of Low-Grade Honey," AIC-272, Eastern Regional Research Laboratory, E. A. I. C., U. S. Dept. of Agriculture, May 1950.
  3. J. W. White, Jr., "New Crystallized Fruit Spread Shows Commercial Promise," Food Industries 22, 1216 (1950).
  4. U. S. Patent 2,673,750, "Crystallized Fruit Spread and Process for Making Same," J. W. White, Jr. Nov. 6, 1951.
  5. G. P. Walton, J. W. White, Jr., B. H. Webb, C. F. Rumpf and A. H. Stevens, "Manufacture of Concentrated Milk and Honey Products," Food Technology 5, 203 (1951).
  6. L. B. Smith and J. A. Johnson, "Honey—Its Use in Bread Production," Northwest Miller 246 (14), 34 (1951).
  7. L. B. Smith and J. A. Johnson, "The Use of Honey in Cake and Sweet Dough," Submitted for publication in the *Bakers' Technical Digest*.



## The Commercial Route

by Carl Kalthoff

Lexington, Missouri

**A**FTER twenty-five years of selling honey to retail grocery stores, we find that a few essential factors have contributed to the successful establishment of our commercial honey routes:

These rank in importance as follows:

1. The pack of bulk or chunk comb honey.
2. A system of marketing.
3. Service.

For the first few years of our beekeeping we produced only section comb honey. Then in 1927, through the influence of articles by the late J. J. Wilder, we commenced producing chunk or bulk comb honey. That year, the crop was packed in 5-pound tin pails, mostly chunk or bulk comb, with some extracted honey. This also was our first experience in selling honey to retail grocery stores. From this initial selling of honey to merchants we learned that grocers would buy chunk or bulk comb honey, but very little extract-

ed. Consequently, plans for our future beekeeping were laid around the production and marketing of bulk or chunk honey.

We continued packing and selling honey in 5-pound tin pails for several years, but with the coming of the depression of the early thirties, customers began demanding smaller packages. About this time, J. J. Wilder described a one-pound square jar for chunk or bulk comb pack in the *American Bee Journal*. Not being able to secure these jars close at hand, we purchased some regular pint canning jars, and from that time to the present the greater part of our crop every year is marketed in this kind of jar which has been popular with both the merchants and the customers. One point in its favor, especially in the rural areas, is that it can be reused.

This pint jar holds one-half pound of chunk or bulk comb and one pound of extracted, so it is readily understood that we receive the same price for the extracted honey as for

the comb. Our present wholesale price is 28 cents per pound for this pack, which is considerably more than we receive for the straight extracted pack.

We also pack the 5-pound square jar, with one square piece of comb. This is also a good seller. Most of our crop each year is disposed of in these two packs before cold weather sets in, for after the weather turns colder, too much bulk or chunk comb honey on the grocer's shelf is a liability. Our honey business of today would not have been possible if it had not been for the chunk or bulk comb pack.

Our honey is marketed in rural sections; the largest town we service has a population of 8,000. We have five routes: a local route, which we cover in one day, calling on merchants in towns within a radius of 25 miles of Lexington, and four routes branching out from this. Each of these four routes is made in two days. We leave early enough on the first day of each trip to en-

able us to call on the first merchant soon after he opens up in the morning. These routes are from 120 to 180 miles long one way, and work back the same distance.

As we produce the honey we market, supplementing only in years of short crops by purchases of honey, it is necessary that we make the most of our time in covering the routes. We find that one good merchant in a town will dispose of more honey than if we would call on every merchant in that town. Giving one good merchant exclusive sale of our honey, we are able to sell considerably more than if we sold to several, and we spend just half the time in each town. Most of these merchants will buy a sizable order each time we call, and will give us window, floor, and shelf space for displaying the honey.

After we have made the first trip on each route, we try to get back four or five weeks later, for by that time the merchants' supply of honey will be low or probably sold out. After this second trip, six or seven weeks will be soon enough to go back as the sale of honey begins to taper off. Our honey selling season commences soon after the new crop clover honey is ready for market, which on the average is around July 10 and we try to finish it by the first of December. We do not travel during December, January and February, but make one trip on each route during the spring. During the latter part of April and through the month of May, people will buy more honey again than they did a few months previously. The months in order of amount of honey sold are: July, August, September, October, April, March, and November.

It takes time to establish routes. Merchants must be convinced that you have a genuine product. It requires a lot of patience and perseverance, but once established the selling part is over. After that, all that is necessary is to keep the merchants supplied.

We find that a system of marketing our crop is necessary to realize fully the potentials of our time in disposing of our crop. Contrary to general opinion, honey is a very slow seller for us during the winter months. January is the poorest of all, with December in second place. July and August are our two high months in the amount of honey sold, and we attribute this to two causes: one, when people find out that new

crop honey is for sale in the stores they purchase it for the simple reason that it is new and fresh, just like they buy fresh peaches, apples, and so forth; second, most of our merchants have sold out of the old stock of our honey and are ready to give us a sizable order. To realize the most from our crop, and so that the merchant also can realize the most in profits from the sale of honey, we keep our outlets well supplied with bulk or chunk honey during the early months of our marketing, for that is the time that it sells best. During this time we also sell our section comb honey of which we produce around 3,000 pounds each year. We move our section honey at this time for the reason that in transporting it in cold weather it will crack, which in turn will make a mess on the merchants' shelves, due to leakage. We discontinue the marketing of chunk or bulk comb honey after the first of November, and for the remainder of the season sell cut comb and extracted honey.

We used to pack the cut comb honey in cellophane, but now use a plastic bag package, and have no more trouble with leakage. What is more, both merchant and customer are sold on it. We also pack and market creamed honey during the rest of the season.

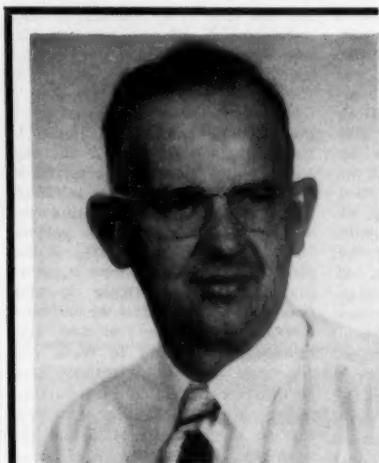
One of the best selling points in marketing honey is service. This

includes first of all: quality, a clean pack, labeled and eye-appealing. The sale of honey is guaranteed to my merchants to the extent, that if he should not sell a pack, I'll pick it up or replace it with another pack, guaranteeing the sale of honey to the ultimate customer. If the customer is not satisfied, the merchant refunds the customer the purchase price, and we in turn refund the merchant. This happens seldom, but it is a good sales talk. I also pick up honey that shows signs of granulation, and replace it with fresh stock. Each time we call on a merchant, we clean and dust containers, shelves and so forth and rearrange displays of honey. Also, we send cards to our merchants, telling them about the time we will call on them, especially before the first trip, and letting them know that our new crop of honey is ready for sale. A person selling honey should have good habits, be clean of body and dress. One merchant bought my honey because my appearance was clean and neat, making the remark that many beekeepers were not clean.

We have exhibited honey at the Missouri State Fair for twenty years and find it one of the best methods of advertising honey. We invite our merchants to come and see us and our display, and it makes a good impression on all that come.



Display at the Missouri State Fair in 1952 which won 14 blue ribbons out of 18 classes entered plus the Grand Championship.



## The Self-Serve Market

by Robert Banker

*Cannon Falls, Minnesota*

"NECESSITY is the mother of invention." The end of sugar rationing brought a real financial crisis to us. Our bee business didn't start until the war years and during that time we, like other beekeepers, just couldn't produce enough honey to satisfy all our customers. But we had a rude awakening when sugar was no longer rationed and customers who had been begging for honey just didn't show up. During the following winter we didn't sell enough honey to buy groceries and we had about six tons of good white honey in the warehouse.

We had either to sell the honey at a decent price or get out of the bee business. There were literally hundreds of potential customers passing our place every day on the highway, but we weren't stopping them, so we concluded that our best bet would be to start a small market and try to get some of the hundreds who pass to part with some of their money for some of our good honey. We had heard of a couple of self-serve honey markets and decided this would be worth a try. Since we would not need to have someone at the market all the time, we could afford to take a small loss at least. Maybe most people weren't crooks after all.

A couple of days with a saw and hammer, a couple more (more painful for us) with a paint brush, about \$25.00 cash for materials, and we had a market. It was small and simple, but it did sell honey and that is what we wanted. The first week

our sales reached the \$30.00 mark and we could eat again. One customer told another, we got a little publicity in the local papers, and gradually our sales increased. The first year we sold about 12,000 pounds of honey at the market.

By having only the best honey on the shelf, carefully packed, and by keeping everything as clean and neat as possible, we have been able to build up our volume to the point where, with the several stores we supply, we are now moving nearly all the honey our 400 colonies produce through this little market. No off-flavored honey is offered for sale in pails or jars, instead it is sold as bakery honey.

At the start of the third year we felt the stand was enough of a success that we could invest a little more money to make it more attractive. The result was the stand you see in the picture. We also hired a sign painter to paint a bigger sign directly in front of the stand and three sets of signs to be placed 500 feet, 1½ miles, and 2½ miles on either side of the market along the highway.

We also installed a one and one-half frame observation hive which interests a lot of people, especially children. In another corner we placed a sample jar and paper spoons in a tightly covered wide-mouthed jar. We provided leaflets and cookbooks of various types which gave recipes and ways to use honey as well as general information about honey itself.

At first we displayed 1-pound and

2-pound glass jars and 5-pound and 10-pound pails. About two months after we started the market we ran out of 1-pound jars. To our surprise practically every car that stopped bought honey of some other size so we promptly discontinued the 1-pound size. There is no object in selling one pound if you can sell two.

As our business grew, the demand for comb honey became so great that we were practically forced to produce it. Customers were coming to the house every day asking for it and some of them wouldn't buy anything else. Now we sell from 1500 to 2,000 sections a year. I believe it is possible to sell more extracted honey if comb honey is displayed along with it. In 1950, customers started pestering us for chunk honey, so in 1951 we started packing that too. It's a job I would like to be rid of, but it sells well and at a good price. This year, customers have been asking for buckwheat, so I suppose that will be our next venture.

Most people are honest—in our five years of operation our losses have been slightly over 2 per cent. The market is checked regularly, usually every day and any honey added to the stock is accounted for, so we know to the penny whether we are short on the day's sales.

At one time we thought it would be a good idea to have several of these stands scattered around the state. We did try near the outskirts of a larger town but we had so much trouble with children helping themselves to the change in the jar and

spilling the sample jar of honey that after six weeks of operation we were forced to close.

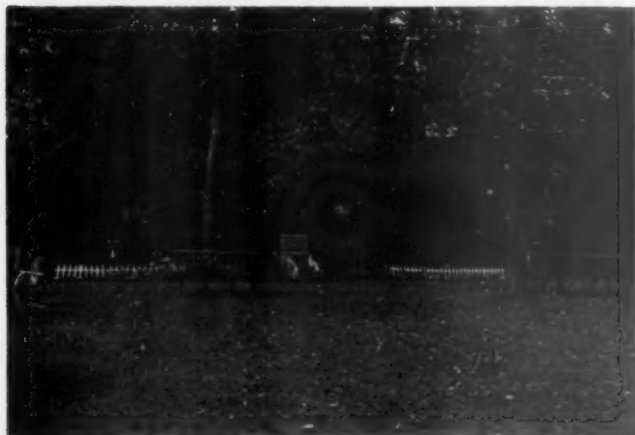
We have had several opportunities to repay our customers' honesty. Several billfolds have been left at the market with variable amounts of money in them ranging up to \$106. All, of course, were returned to the respective owners.

One important lesson we have learned from the operation of the market is that it isn't necessary to sell honey at a ridiculously low price. Our prices have been consistently above the prices prevailing in the surrounding area. Much of our business is repeat business. Traveling men, farmers and others come by at regular intervals. If they felt that they were paying too much, they wouldn't come back for more year after year. They are satisfied that they are getting the best honey it is possible to buy, extracted and packed in a modern plant, and state inspected to ensure the utmost in cleanliness.

What changes and improvements should we make to encourage more customers to stop and leave some of their money for some of our honey? We need more parking space, larger driveways so big trucks and semi-trailers can get in and out easily. We need a larger market so cases of honey could be displayed more effectively, and to make room for more customers at a time. The cedar-faced paneling does make the honey look dark on the shelf, but white is too hard to keep clean. Some sort of glass shelving with



Here is the inside of the self-serve market. The picture frame to the right contains the ribbons which are a first for comb honey and a second for chunk honey at the 1962 Minnesota State Fair. There is also an inspection certificate for the honey houses. To the left is the observation hive with a sign which reads: "Open the cover to see the bees. Close cover gently." The cover opens to show one side of the 1½ frame hive. Sign to the right on the back centerpiece reads: "We invite you to sample our honey. Deposit used spoons in container on outside of building. All honey is like sample." The sample jar and paper spoons are in the right hand front corner of the market. Space under the display shelves is for storage of stock.



Here are the grounds directly behind the market. Tables and fireplace are for customers' free use and add much to the appeal of the stand to the motorist.

lights behind it would be more appealing. It would be nice to have a heated stand in the winter. People are reluctant to get out of a warm car and stand in the cold to get out their money unless they are really hungry for honey.

Our heaviest sales are from the time we announce new honey, usually about the middle of July, to the first part of November. From that time on, the weather is more severe, driving conditions are more hazardous and traffic is lighter.

The market is open in the summer from 5 a. m. to at least 9 p. m. It was a big surprise to us after the lights were installed to find that as much as one-third of our sales was made after the lights were turned on, and very often we have customers before breakfast.

Another old saying could be changed for our benefit too. "Cur-

oatly killed the customer." Many stop to see how the self-serve system works and then can't resist buying some of the tempting honey they see.

One of the two most disturbing things about running the market is to go down and check up for the day and find we are short all the way from a few cents to several dollars. The other joy breaker is to find a nice comb of honey all finger punched or else shattered on the floor with the honey running all over. Some people suffer from a guilty conscience and mail us money or stamps for honey they took or

else they realize they made an error in some way or another.

No regular clerk is in attendance at the market but it is necessary to check it several times a day to set up more honey and remove the surplus change which is provided for the customer's convenience. We leave about \$1.50 in change in the jar but if it isn't emptied frequently it doesn't take long for this to build up to several dollars which is tempting to the chiseler.

To us, one of the most interesting things about the market is the guest book. Less than ten per cent of the customers register, but we do get

many favorable comments on our honey, the market and the grounds, as well as the uniqueness of the system. We have customers registered from all over the U. S. and Canada, and from several foreign countries including Norway, Sweden, Denmark, Belgium, Switzerland and even Russia, so in our own small way we too sell honey to the world.

The stand has practically solved our marketing problem, but we are favored with an ideal location which many beekeepers would not have. Certainly it would not be the solution to every beekeeper's marketing problem.

## The Role of the Producer-Packer in the Honey Industry

by Clarence G. Langley

*Red Wing, Minnesota*



EVERY industry passes through transition from one phase of development to another. The honey industry is not an exception. We are transferring the emphasis from production to marketing but we are a little late in doing so. It is this writer's conviction that we should have done this ten years ago, even during the war years when honey sold itself and we were content to let it do so. We expanded our facilities for production, at the government's insistence, without making sound provision for the marketing of our product. Now we are caught with too much honey for our outdated marketing methods to handle.

While we were wrestling with the problems of production, we were willing to learn from anyone who seemed to have an idea. Not so

now, with the more complex problem of marketing. Too many producers are determined to attack it in their own way and independent of all united effort. The result is cut-throat competition within the industry. We are not suffering so much from competition from without but from competition WITHIN THE INDUSTRY. Corn sirup is not honey's chief threat, but cheap honey in the hands of desperate, unskilled, producer-packer salesmen.

May I trace for you now, with complete candor, our dilemma as I see it. You will take one of two attitudes when you read the following paragraphs: you will get angry at me for writing so frankly, or you will examine the situation afresh and determine to do your part in changing it. My indictment of the producer-packer follows:

1. He sets his own standard of quality. Perhaps I should not use the word "standard" for that is the one thing many producer-packers do not have. Too often there is no standard at all, anything goes into the jar that happened to come out of a honeycomb—and some things that didn't come out of a comb such as chicken feathers, bee legs, dirt, smoker fuel, carbolic acid, and what have you. Without a sanitation code and fixed grades for honey we cannot have a standard of quality for our product which nature has made so incomparably good. So long as each one who packs honey can be a law unto himself as to what he shall pack and sell as honey, just so long shall we have honey on our grocers' shelves which is a liability instead of an asset.

2. He establishes his own price

without too much regard for market levels. In some instances he has not figured costs of production, processing, packing, and distributing his honey. If some producer-packers did any figuring at all we would not have honey retailing for 83c a five-pound pail when the support price is 12¼c in sixty-pound cans.

Often the producer-packer fails to differentiate in pricing to wholesalers and retailers. He learns that Mr. Doe is selling his honey to the Ajax Wholesale Grocer Company for \$4.80 per case of 24 one-pound jars, so he calls on retailers in his area offering honey for that price. Consequently the wholesaler cannot meet that kind of competition and either refuses to buy honey or demands that Mr. Doe reduce his price to allow the wholesaler's margin of profit. The result is a downward price spiral from which all honey sellers suffer.

3. He determines his own distribution area with the result that we have oversupply and unnecessary competition in some areas and shortages in others.

4. His sales promotion is seasonal; not year-round, with too much concern to convert his crop into

quick cash even if it means a sacrifice in price. As an illustration may I cite a specific instance:

A producer packed his honey in five-pound pails directly from his settling tanks. When he needed money he loaded his truck with pails and drove to the city where he called on the buyer for a chain of stores. The first mistake he made was to tell this buyer that he had a truckload of honey parked outside. These buyers are shrewd and this one knew at once that Mr. Beekeeper would be loathe to haul his honey back home so he stalled and gave him the usual line about slow sales, oversupply, and so on. Then the beekeeper made his second mistake by asking the buyer what he would give him for the load of honey. The offer was so ridiculously low that the buyer still admitted a sense of shame when he told me about it two weeks later. Needless to say the beekeeper accepted the offer.

With a promotion system like this, we must admit we are back where the dairy industry was forty years ago when farmers churned their own cream and took the butter to the local store to trade it for groceries or peddled it from door to

door in the nearby town. The dairy industry awoke to its peril and united in large cooperatives for the manufacture and sale of a standard quality of butter at a uniform price. The honey industry is still asleep.

When someone tells me the beekeeper is the best honey salesman, I put my tongue in my cheek; more often he is his own worst competitor.

Not until we have more large cooperatives and more private packers who will put out a product with a high standard of quality, for which they will pay a good price and receive a good price, will our industry ever be stabilized as a profitable enterprise. Because I sincerely believe this to be true, I am discontinuing the packing of honey; I am going to let someone do it who knows how to pack it and how to sell it. The sooner more producers arrive at this conclusion the better off we all shall be.

If we must have producer-packers then let the Federation and the Honey Institute devote their efforts to training producers in the art of packing and the science of selling. They could render no more effective service than this.

## All-India Association Active

A recent bulletin from India is devoted to the progress of the All-India Beekeepers' Association which was founded in 1937.

Lately the honey bee in India has become recognized not only for its honey producing qualities but for the help that is given to various branches of agriculture through its pollination services. Several of the states and provinces as well as the Indian government itself are aiming at a more active help in teaching apiculture in India.

Prime Minister Nehru has himself acted as patron of the Indian association and recommended the honey bee for more active recognition.

Much of the interest in beekeeping in India may be directly traced to the activities of R. N. Mutto who edits the Indian Bee Journal and is Secretary of the All-India Beekeepers' Association.

## Another British Bee Book . .

A. C. S. Dean F.R.E.S. is the author of "The Beekeepers' Encyclo-

pedia," a 200-page clothbound book, well illustrated. Mr. Dean not only has a scientific background but a practical one as well. His honey plant categories include honey yielders such as hawthorne, charlock, sycamore and others which we in America scarcely recognize. But the willow herb, clovers and linden are common to all. Their bell heather honey can be extracted, but the ling heather gives but little chance, it is so thick.

Mr. Dean presents a good queen rearing discourse, knows the clear brood nest plan, quotes from Von Frisch, and recommends the ordinary friction-top feeder. The book is well done and well worth the price of \$2.00 at which it sells. The publisher is Andrew George Elliott, Kingswood, Surrey, England.

## Canadian Circulars . . .

A series of four-page circulars has recently appeared, distributed by the Ontario Agricultural College at Guelph. All are well worth preserving.

Circular 123 "Removal of Moisture from Honey," Townsend & Burke.

Circular 128 "Beekeeping in Northern Ontario," G. F. Townsend.

Circular 130 "Moving Bees," Townsend & Adie.

Circular 131 "Feeding of Bees," Townsend & Burke.

Circular 136 "Control of Insects on Alsike Clover," W. E. Heming.

A separate folder publicizing summer meetings also features facts concerning the honey eating Detroit Red Wings, champions of the winter hockey league.

## Honey for Health . . .

Marc Dixon is the author of a 50-page booklet on "Honey, Food for Life and Health." Description of honey is followed by its value for endurance, as a bacteria killer and natural remedy, for the heart, in surgery, for the youth, as a cosmetic, and for medicinal honey drinks.

Much of the data is from the Dr. Beck book. Publication is by Ideal Books of 30 West 38th St. in New York and the price is \$1.00.



### Honey Coconut Salad Dressing

- 1 egg, slightly beaten
- $\frac{1}{4}$  cup honey
- Dash of salt
- $3\frac{1}{2}$  tablespoons lemon juice
- $\frac{1}{2}$  cup cream, whipped
- $\frac{1}{2}$  cup coconut, toasted

Combine egg, honey, salt, and lemon juice in top of double boiler. Cook over boiling water until thickened, stirring constantly—about 5 minutes. Fold carefully into whipped cream. Chill. Just before serving, fold in toasted coconut. Serve with fruit salad.\* Top with additional toasted coconut. Makes  $1\frac{1}{2}$  cups salad dressing.

American Honey Institute

\* Suggested fruit salad: Banana slices, melon balls, orange segments, and apple wedges.

### Los Angeles Exhibit . . .

Here is the feature honey exhibit of the Sioux Honey Association which was displayed at the Silver Anniversary Year of the Los Angeles County Fair at Pomona, September 12 to 28. With the cooperation of the county bee associations of Orange, Los Angeles, San Bernardino, and Riverside counties, a group of feature exhibits were viewed by over one million Southern California people. The fair association, under the direction of George Adamson, Apiary Department superintendent, gave permission to the four bee clubs to sell honey recipe booklets and evidenced by the thousands of old fashioned and new fashioned recipe books that were sold during the past three years at the fair, it appears that were the entire honey industry to give their full effort to a sensible promotional program, many of the ills of the industry would soon be a thing of the past.

C. C. Gralapp, California



# New 1952 Yearbook on Insects

The U. S. Department of Agriculture has published the 1952 Yearbook of Agriculture, a 952-page volume entitled "Insects." The new Yearbook is designed to be a practical aid to farmers and city people in identifying insects, making better use of the helpful ones, and controlling the pests that cause an estimated 4 billion dollars of damage each year.

An outstanding feature of the new Yearbook is a section of 72 color plates of the important insects of the United States. The drawings depict the life stages of the insects and the damage they do. Opposite the drawings are descriptions and control recommendations. In addition, 8 black and white photographs and more than 200 line drawings will help readers identify insects.

The Yearbook begins with general discussions about the number of insects, their history, how they live, what they eat. A key to insect identification and information about making collections follows. A chapter, "Insects as Helpers" includes articles on pollination by honey bees and other insects, bee breeding, the effect of insecticides on bees, and weed control by insects. The pollination article, supported by a long list of references, is written by

George H. Vansell and W. H. Griggs of California. "Breeding Bees" is the work of Otto Mackensen and William C. Roberts, well-known geneticists. The chapter on insecticides in relation to bees is by Frank E. Todd and S. E. McGregor, U.S.D.A. apiculturists. These three articles will be of value to anyone engaged in working with bees. Altogether about 40 pages of the book are devoted to honey bees with many other references to them throughout the volume.

Other chapters discuss destructive insects, insecticides and pesticides and other methods of control. Altogether the 110 articles included discuss more than 800 insects.

This Yearbook, which was edited by Alfred Stefferud, takes its place in the Yearbook series started in 1936. It is produced in the Department of Agriculture as a Congressional Document. Its main distribution is by members of the Senate and House of Representatives. Copies are also for sale at \$2.50 by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The Department of Agriculture has no copies for sale or distribution. Orders should not be sent to the Department or any of its bureaus.

receipt stating that the shipment was in good condition when made. It is very difficult to prove a claim without such evidence and with it the case is more than half won.

(*Railway Express vs. Anderson*,  
45 So. 2nd 168)

Massachusetts

## New British Book . . .

J. Harold Armitt F.R.E.S. is author of a new book of 100 pages (cloth) entitled "Beekeeping for Recreation and Profit." The book is distinctive in that it portrays the shortcomings of many British beekeepers (and Americans as well) in the manner in which they keep their bees.

Mr. Armitt emphasizes the smallness of the single British brood chamber and the necessity of a double brood chamber if we are to give the queen and the colony room for stores for winter and for spring colony expansion. He deprecates stripping the bees of surplus to the point where the colony dwindles during summer, at which time requeening may take place under most undesirable conditions to the detriment of new queen quality.

We are reminded of the early "contraction" arguments particularly in Michigan, where a single brood chamber was considered sufficient and even the eight frame and shallow super were championed by some, much to the detriment of honey production in the decade which followed.

His statement that "A powerful force of honey bees is the creator of nature's abundance and of the farmer's prosperity," is well apropos.

We are stocking a few of these books for the convenience of our readers. Postpaid \$2.00.

## Marking Drone Comb . . .

Nothing is more obnoxious to the eye when manipulating colonies than combs with too many drone cells. Placing a thumb tack in the top bars of these frames marks them immediately as junk and they can be worked upstairs into the extracting supers or to the outside of the brood nest.

To keep the tacks at hand buy the thumb tacks that are sold by the card. Use two small tacks to hold the card to the back of the smoker. It eliminates the job of placing the tacks in the smoker individually and it also makes the tacks available instantly.

Milton H. Stricker, New Jersey

# Keep Those Express Receipts

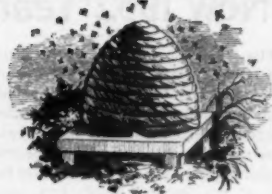
by Francis George

E. E. Anderson, Alabama beekeeper, lost a case last summer against the express company because he lacked one simple piece of evidence. That evidence was a receipt from the express company showing that a shipment of bees had been delivered to the company in good condition.

Anderson shipped 100 pounds of young bees to Saskatchewan in May. He packed them, five pounds to the package, and included ten days of food in each package. A strike stopped the train in New York for two days. There was no heat in the cars during that time and the temperature dropped almost to freezing so that the packages were thoroughly chilled. As a result of the chilling, 90% of the bees died. Anderson made the loss good to his buyer and sued the express company.

The judge decided that Anderson had a perfect case except for one thing, and that was that he couldn't prove that the bees were in good condition when he put them on the train in Andalusia. The judge said that proof of the condition of the bees when shipped was essential to Anderson's case. This could be done either by presenting a receipt of the express company admitting that the bees were received in good condition, or by witnesses who could testify that they packed the bees and that they were healthy, or they knew bees and saw these when shipped and they were healthy. None of these things was done by Anderson, so he lost what should have been a perfect case.

Anyone who ships bees or any other perishable commodity by express should always get and keep a



# Beekeeping

## The Poetry of Agriculture

by Robert B. Willson

*"Jerusalem the Golden  
With milk and honey blest. . ."*

**F**ROM the Bible came the description of the promised land that gave rise to this ancient hymn.

The hum at the hive, or in the apple tree, or in the clover field tells a tale as old as man; a tale romantic yet deeply rooted in the commerce of the world, now as in earliest antiquity.

The honey of Mt. Hymettus was to the classical Greeks ambrosia, and to honey and the honey bee an eternal monument was erected at the peak of Rome's glory by her greatest poet, Vergil, who immortalized them by devoting the Fourth Book of his *Georgics* to them alone.

Later, in more recent years of olden times, in the building of the greatest empire the world had yet known, the Conquistadores rushed to the Spanish Main and elsewhere in the Western Hemisphere, by the agricultural orders within the Church, the honey bees of the Old World, unknown in the New. They were brought in part for the sweet they would produce, but what was of greatest importance they would produce wax for Church candles which even today must be made with the wax of the honey bee.

Then in the 15th century came the production of sugar from sugar cane



and honey was superseded as the most important sweet. But its production kept apace throughout the world. Had not King Solomon said in Proverbs: "Eat thou honey for it is good," thus becoming the honey industry's first great salesman. To be sure, sugar could not take the place in deliciousness and wholesomeness of honey on the table, as a spread. Furthermore, it was soon discovered it required honey, not sugar, to make the pain d'épice of France and Belgium, the lebkuchen of Germany and Austria, and the torrone of Italy.

Yes, the oncoming of sugar did not destroy the world-wide industry of producing honey which is more costly. The joy of keeping bees would have been enough to preserve it, but there was something else. The unbalance of levulose and dextrose, the essential oils and esters, the soluble mineral salts, the enzymes and vitamins, all this—the concentrated nectar of flowers—makes honey an utterly different product and universally highly esteemed, so throughout these later centuries honey readily held its own in world commerce.

In the latter half of the 19th century came great inventions for the beekeeper. An American, the Rev. L. L. Langstroth, invented the movable frame hive; a German, Johannes Meiring, invented bee comb foundation; an Austrian, Major Franz Von Hruschka, invented the extractor, and, again, an American, Moses Quinby, invented the bellows smoker. Now commercial honey production was possible and America rushed into it and outstripped the rest of the world in producing honey and developing markets for its many fine grades.

In this development, the distinctive differences of honey over sugar have once again asserted themselves. Along with an enormously increased production since the turn of the century and the consequent need for expanded markets, came a new discovery, a new piece of American resourcefulness, that there is great superiority to bread when made with honey. Thus in the land of greatest promise is combined the Biblical milk and honey in the staff of life.

Let us return a moment to the 19th century when came the Rev. T. R. Malthus who envisioned us all starving to death by overpopulating the world. He had no way of knowing, of course, the coming genius of

American invention with its McCormicks, Deerings and Osbornes, or of the tractor and combine which have knocked out the fence row and made farming, or the production of food in terms of tonnages, something theretofore unaccomplished. Agriculturally mechanized, America fed herself and large parts of the rest of the world and has had surpluses to spare to take care of any other portion of the earth in need of food as were Yugoslavia and India in 1951.

Into this picture the honey bee, side by side with man in his development throughout the ages, has risen to an importance previously unimagined. The machines that have knocked out the fence rows have also knocked out the nesting places of all the insects of value in pollination save the protected honey bee which now is responsible for an estimated eighty-five per cent of all insect fertilization. Fortunately for the conservation of our soil, the American way of life embraces a system of agriculture wherein once in every three or four years a leguminous crop is planted to restore fertility and physical fitness to the soil, but these legumes could not be grown without the seed which requires honey bees to set. Without honey bees, our system of agriculture would have to be abandoned and the well-fed American who expects and demands lots of milk and cream, an abundance of fruits and vegetables and inch and one-half steaks, would have to settle ultimately for something more like the diet of the Chinese who eat rice and millet, a piece of fish and an occasional bit of chicken, with their un-nourishing tea.

This is what would develop without honey bees, because to get fruit, our apples and pears, our cherries, plums and prunes, and all of our berries must be insect pollinated, and almost all our vegetable seeds of importance, excepting potatoes and tomatoes, require insect pollination, too.

Pollination is an interesting phenomenon. The biologist puts it under the general heading of reproduction, but in the apple orchard in May it's romance, as it is in the clover field in June, for the honey bee makes possible the wedding of the flowers. The keeping of bees is truly the poetry of agriculture.

## Swiss Honey Cookies . . .

1 cup honey	½ cup nuts
1 cup sugar	3 tsp cinnamon
3 cups flour	1 tsp nutmeg
2 tsp baking soda	½ tsp cloves
1 tbsp hot water	½ tsp salt
grated lemon rind	

Bolli honey with sugar. In mixing bowl place cinnamon, nutmeg, cloves, grated lemon rind and nuts; then add boiled honey and sugar mixture. Next mix baking soda with hot water and add to honey mixture. Combine salt with flour and add to above. Roll out on cookie sheet ¼ inch thick and bake in a 350 degree oven for 15 minutes. Remove from oven, partly cool and cut into squares.

Frost with the following: Boil ¼ cup water with ½ cup sugar until a thread forms (3 to 5 minutes); brush on warm cookies.

—Robert Bucki  
New Jersey

## Hawaiian Bulletin . . .

The University of Hawaii at Honolulu has just issued a 60-page bulletin, well illustrated, with the title "Fundamentals of Beekeeping in Hawaii." Collaborating authors are J. E. Eckert of California, who has spent much time there on a survey, and Henry A. Bess, Hawaiian Professor of Entomology.

Algoroba or kiawe and Java plum are the two important nectar sources of Hawaii, though many flowers contribute to the flow. The bulletin contains information on how to start, returns, site selection, life history, manipulation, cycle of year, swarm prevention, crop gathering, extracting and selling, and diseases.

American foulbrood brought Hawaii to a low point in the 40's, but a cleanup is on the way and Hawaiian beekeeping is on the increase, both for pollination and honey production.

## Seed Forecasts . . .

Government forecasts for legume seed crops are just being published. They would indicate that mustard (in the West), sweet clover and white clover 1952 crops will be much smaller than in 1951, while ladino will about equal last season's harvest.

Prospects are that winter cover crops from fall seeding will rank 57 per cent larger for 1953 than 1952. This applies particularly to vetch.

All legume seeds seem to be moving to consumers much more rapidly than a year ago.

\* Reprinted by permission from the 1951 Yearbook of Association of Food Distributors, Inc., New York, Jose M. Calderon, Editor.

From the

# Honey Plant Test Gardens

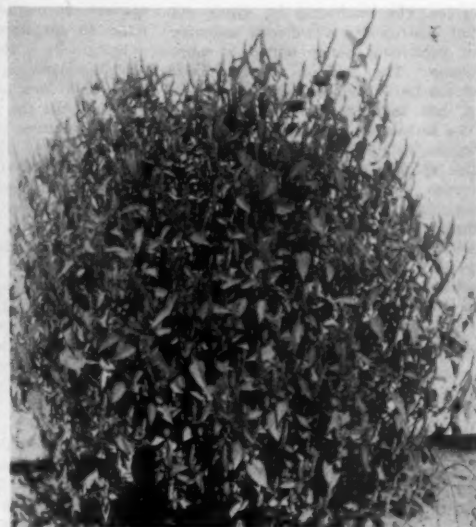
by Melvin A. Pellett



Annual *Elaeagnus* from Japan. This plant blooms profusely in the fall, is attractive to the bees, aromatic and easy to cultivate.



Chivirico, a tall biennial with many flowers in September. This appears from first trial to be a promising nectar source.



## Chivirico

**A** SMALL plot of this tall growing plant in the test gardens appears from first trial here as a promising honey plant. It grows to seven feet and is easily propagated. The small purple flowers are numerous in dense axillary racemes and it seems this plant yields an unusual amount of bloom for the area involved. The bloom here lasted through the month of September and the bees visited the flowers freely. The plant appears to perpetuate itself easily and might furnish nectar at a season when it is often needed by the bees.

Chivirico (*Leonurus sibiricus*) is an Asiatic plant. It is related to motherwort (*Leonurus cardiaca*) which has become naturalized over much of this country and which also is a prime bee plant. Our more

common motherwort is a perennial, while chivirico is biennial. It is cultivated in some gardens as an ornamental and has also become naturalized widely in some countries such as Cuba, Puerto Rico and some parts of Central America. It is described as a honey plant of the first order which the bees visit eagerly from morning until night. It is also described as a plant growing from three to five feet tall while our first trial of it grew to six or seven feet.

Although from the information we are able to gather about chivirico, it comes from a warm climate, it was vigorous and winter hardy during the first trial in the test gardens. The seed started easily and the young plants grew vigorously. They did not attain much height the first season but grew into good healthy crowns. The second season the

plants grew tall. The blossoms increased throughout September and until we had a heavy frost in early October. We have a larger plot of this plant started this year, so will be watching it next season for further developments. We have not so far learned of chivirico being naturalized anywhere in the United States. If it is, and any readers know about it, we would be glad to have the information. This may be just the plant we are looking for to encourage in places like fence rows and waste areas to furnish some good late bee pasture. It is easy to start and apparently would withstand competition. We don't believe it will become a serious weed as it could be readily controlled in cultivated areas. Apparently, it is a first line honey plant worthy of further investigation.

### Vetch

S. B. Detwiler sends us some seed of a native vetch, (*Vicia pulchella*). This plant he describes as growing two and a half feet tall and broad, and the bees love the flowers. This vetch is native to western Texas, Arizona and Mexico, growing in open pine forests to an altitude of 5,000 to 6,000 feet. We are very glad to have this sample of seed for trial and believe it is worth-while to explore its possible usefulness. It may be valuable if we can learn how to handle it.

Votre Tout Devoni, of Quebec, writes of a wild vetch known in Canada under the name of woods vetch or wild vetch, and describes it as follows: "It is a permanent leguminosae which grows in the prairie where it is cut for hay and on the edges of ditches and on terrain that is sufficiently drained. As its roots are numerous I think it would be advantageous to sow when there is erosion of the soil. The plant begins to bloom in June and is in flower during July and August. Cut in June, it grows anew and flowers in August. The bees like to gather from it and it gives excellent honey."

The plant described by Mr. Devoni may be *Vicia cracca* which is distributed rather widely in the Northeast and is also known as cow vetch. Cow vetch, along with several other native varieties, was planted in the test gardens at one time but did not demonstrate any great aptitude here.

There are quite a large number of varieties of vetch and some are of great agricultural importance in

this country. In some sections commercial vetches yield freely of nectar and give good honey crops where acreage is planted.

The most used species of vetch are annual and biennial and of foreign origin. We wonder if more attention should also be given to our native perennial varieties. The native forms have not been more widely used because of the difficulty in seed harvesting and slowness of the plant to establish itself. But these same factors have been overcome with some other plants when it has been learned how to handle them.

### Floranna Sweet Clover

Floranna sweet clover looks all right in the first small trial here. Floranna is a white blossom, annual sweet clover which has been developed at the Florida Agricultural Experiment Station from selections found growing in Florida. Floranna is the name taken from Florida Annual. This new variety is the result of a blending of a number of superior strains found growing in semi-wild conditions throughout Florida. It is reported to have more drought and disease resistance than commercial annual varieties in trials under Florida conditions.

We have had a small trial of Floranna sweet clover this past season—a small plot in the cultivated rows and some sown in with a new seeding of red clover. The behavior seemed to compare favorably with what I have seen of Hubam here. I will add that in this immediate locality Hubam does not seem to do well and only an occasional field of

it can be seen around here. Floranna seemed to do as well as the Hubam we have had, the honey bees were visiting the flowers when most observations were made and there was a good set of seed. We draw no conclusions from this one trial other than that Floranna will grow here and appears to have some aptitude.

### Heathermint

For some years there grew in the test gardens a plot of heathermint (*Elsholtzia stauntonia*). This is a perennial undershrub native to North China. It grew to three or four feet tall and bloomed profusely in September and October. The bees visited the flowers eagerly. It appears as a welcome addition to autumn flora. However, the bloom was too late to mature seed here. The plants grew well for a number of years then for some reason died out.

Now we have an annual form of *Elsholtzia*. The seed was sent to us by Nobukiyo Takahashi, of the University of Tokyo. This is *Elsholtzia petrii* garcke. The Japanese common name is Naganatakooju. We had a row of this plant which grew easily and reached a height of three feet. It made an attractive planting and bloomed heavily through September and until frost. The bees visited the flowers very eagerly so this appears as a good late honey plant. This aromatic annual appears to be attractive for gardens and of fairly easy culture.

Iowa

### Longevity of the Honey Bee\*

The results of a study made at the University of Illinois as part of the requirements for a degree of Doctor of Philosophy, by Abdel-Latif Amin El-Deeb, on the longevity of Carniolan, Caucasian, and two strains of the Italian races are presented.

The data show that during the active seasons the Italian workers lived a shorter time than the Caucasian workers, the latter less than the Carniolans, with the Golden Italian longest in longevity. But it is not necessarily true that the long-lived bees of any particular period of the year are more industrious and prolific. The Italian colony produced more surplus honey and reared more brood than the colonies

of the other races; the Caucasians were second to the Italian workers; there was not much difference between the Carniolan and the Caucasian in respect to brood rearing and honey production but the difference was slightly less for each in the case of Carniolans; and the Golden Italian lived up to its reputation by producing the least honey of all.

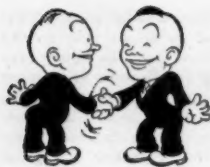
The length of life of workers of all races emerging in September and October was prolonged during the fall and winter months when their activities were reduced to a minimum. In these periods the Italians exceeded the others in longevity, and the longevity of Caucasians exceeded that of the Carniolans and the Golden Italians.

Dr. El-Deeb concludes that Italian workers are shorter lived in summer due to their intense activity of brood rearing and honey storage. If longevity of the Italians can be increased through controlled breeding, it should enhance honey production. In future testing of comparative longevity, the use of full colonies is suggested regardless of race.

\* Longevity of Some Races of the Honeybee (*Apis mellifera* L.). Thesis. Urbana, Illinois, 1952.

### Nevada Inspection . . .

Nevada bee inspection for July 1950-1952 shows less than one per cent infection on fifteen thousand colonies of bees inspected, according to a report issued by the State Apicary Commission. George G. Schweis is Chief Inspector.



# Trade Agreements

The German people are working with almost frenzied energy to clean up the devastation left by World War II and to rebuild their cities to their former or even better condition. At the present rate of work, it will probably take sixty years to fully rebuild and restore, let alone to progress.

The bee industries of Western Europe expect a fairly good crop of honey this year, but will still require much importation from us to meet the demand. Commercial trade agreements between the United States and European countries would pump new life blood into international commerce to the benefit of both sides.

These are the opinions expressed by Hans H. Schumacher, president of the B-Z-B Honey Company of Alhambra, on his return from a business trip to Germany and the Netherlands.

After crossing the continent by American Airlines, Mr. Schumacher flew via KLM Royal Air to Amsterdam, and from there toured western Europe by automobile. During his week's stay in the Netherlands he visited the exhibition tulip growing fields near Amsterdam, and also Holland's largest apiary, which he describes as a model of attractiveness, cleanliness and productivity. In Zaandam he visited the famous Verkade factory which manufactures cookies and confections distributed on the West Coast by the John Schumacher Co. The major portion of his time was spent in Western Germany, beginning with a visit to his mother in the Schumacher family home in Bremen. Other German cities on his itinerary included Hamburg, Hannover and Heidelberg. Finding conditions virtually the same in the entire region, he sums up his impressions of post-war Western Germany as follows:

"The people generally are poor, but all are determined. They are working almost fanatically hard to rebuild their damaged cities. So far,

they have managed to clean up the rubble and almost completely repair their business districts. In Bremen, most churches have been rebuilt, and some of the other places of culture. New homes that have been erected to replace bombed-out residences are smaller than their predecessors, but neat and well kept. The German people, in my opinion, are making such a sincere effort to help themselves that they deserve whatever help our nation can legitimately extend, within the bounds of economic feasibility."

Mr. Schumacher expressed it as his considered belief that the economy of both the United States and the Western European democracies would be greatly improved by entering into mutual trade agreements (commercial in nature and of no burden to any U. S. taxpayer) similar to those being used so successfully by the European countries among themselves and with other powers.

"The attitude of our government is that such agreements, stipulating a fixed money amount of goods that could be exchanged, might change the common way of trading," says Schumacher. "However, because of the dire dollar shortage in these countries—especially Germany and Holland (our best California honey customers) the orthodox trade system isn't operating at present on a large enough scale to fully satisfy the demand. As a consequence, the quantities of merchandise now being exported and imported under the free trade system represent a mere trickle as contrasted to the healthy flood which could be expected under even a conservative trade agreement, one which could be revised upward or downward at any time."

The explanation for Schumacher's viewpoint lies in his own experience. Himself one of the relatively few merchants now participating in free trade dealings with Germany, Schumacher has been one of the major exporters of honey to German and

Dutch buyers for the last 20 years. (Total honey export from the U. S. A. to Germany and Holland in the 1951 season was 4,000 tons.)

In return, by a sort of barter arrangement, he expedites sales in this country for such divergent items of their export as peat moss, nuts and bolts, and beverages. He expects the process to continue indefinitely of necessity, unless trade agreements are entered into, inasmuch as Western Europe's honey output still falls far short of the demand. Expectations are, however, for the best crop of many years during the next season.

"It is only elementary logic," concludes Schumacher, "to say that the more we buy from Germany, the Netherlands, and other Western European democracies, the more they can buy from us."

## New French Book . . .

Allin Caillas has followed his first book "Tresors D'un Goutte de Miel," by two other well planned books. This, his fourth one, is entitled "Le Secret des Bonnes Recoltes" (The secret of good harvests).

As usual Mr. Caillas has done a good job. His scientific training is abetted by practical beekeeping and an almost world wide knowledge of good beekeeping.

The first part of the book is devoted to beginning the apiary, the second with methods for enlarging the crop, and the third with the harvest. His recommendations are well taken for any progressive beekeeper, and he avails himself of best methods of colony building, queen rearing, swarm control, and building of the colony for the harvest rather than upon it.

The book is paper bound, 225 pages, illustrated and sells for \$2.50. The American Bee Journal will be glad to expedite orders for the book, of which we have a few copies.

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## MERRY CHRISTMAS

"Glory to God in the highest  
and on earth peace, good will  
toward men." — Luke 2:14

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and a**

**Prosperous New Year**

I sincerely thank you for your  
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Hope to supply you with the  
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Two pounds bees with Starline Hybrid queen ..... \$4.50 Exp. col.

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I will have a few of my old stock of regular Italians that are gentle and tops  
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## Answers . . .

conducted by

**Frank E. McLaughlin**



*The Christmas Season is at hand again, how the years fly by. I want my readers to know how much I enjoy receiving their letters, and the opportunity of assisting them with their problems in beekeeping. Visiting by correspondence with different beekeepers from all parts of the land, is not quite as good as visiting with them personally, but almost as good, and I enjoy each letter immensely.*

*At this season of the year, all of us should stop for a few minutes from our mad rushing around, and count our blessings. We still have a lot to be thankful for, you know, and God willing, we will keep it that way.*

*I wish everyone of you and your families, a Happy Holiday Season, and a Prosperous New Year.*

Please explain the use of the bee escape. Why must a colony be requeened every two years?

Cyril W. Habiger, Kansas

When the super of honey is thoroughly cured and capped, the inner cover containing the bee escape is placed between the super and brood chamber. This permits the bees to go below, but does not allow them to return to the super. The super can then be removed for extracting. When putting on the escape, be sure that the bee space side is up. The best time to put the escape on is in the morning. The field bees in the super will leave to go to the field and cannot get back in the super. Leave the escape on until the next morning and your super should be ready to remove. If a few bees are left, they will go back in the hive when you take off the super.

A queen wears herself out in two years. Therefore, it is wise to give the colony a young, vigorous queen every two years as the strength of the colony will dwindle if the old queen fails. Never try to save an old queen.

In producing comb honey I am troubled by the bees packing honey between the top of the brood frames and the under part of the section holders. The bee space is 5/16 of an inch plus the little extra clearance made by the super tins under the section holders. Should I raise the brood frames to reduce this clearance to about 1/4 inch or have you some other suggestion?

Ralph Saxer, Pennsylvania

Practically everyone has the same trouble. When there is a heavy flow on, the bees will do this. Every time I inspect my colonies and they have this spur comb I cut it all out with my hive tool. If any is left sticking on the frames, the bees will draw it out worse than ever. It discourages the bees some to cut this spur comb all out. It is hard to prevent the bees from building spur comb but they are worse about doing it when the hive is crowded and they need more super space.

If brood frames are raised as you suggest, to make less space between the frames and comb honey super, the bees will propolize the space badly.

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For gifts or Christmas entertaining nothing could be more welcome than a box of this fine honey candy—a creamy honey-chocolate fondant spiced with nut meats and dipped in dark or light chocolate. This fine candy is now being made here at our own plant. Send for a box today and you'll want to order more for the holiday season.

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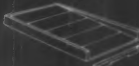
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Hamilton, Illinois

# All Around The Bee Yard

by G. H. Cale

Rain, blessed event! Or so it is here, and maybe quite generally. A look at the weather map for some-time past showed a country dry as the first dog's bone. Some locations, dampened up a bit, furnished a fair crop; others, a few miles away, were a failure. Many commercial outfits had to move in a wild scramble, like gold strike days, only to come out short, or hit it right (only no claims could be staked). Once good places promise little for next year. Why don't we live right?

One large beekeeper today tells of his crop selling for thirteen cents. Mine sold for twelve and a half! Perhaps I should have been patient a bit longer. The thirteen cent price came close though. After a truck was loaded at the lower price the buyer was filled out with honey from another lot. A taste convinced him that he would have preferred that lot to the loaded one — at thirteen cents.

The honey marketing effort which began in October, with the Federation, the Institute, and the PMA collaborating, made a big difference in the fall market. The remaining supply of honey is now so low that we are apt to be pretty bare for the March rise.

The amount of honey under seal is so small that it will likely move onto the market instead of being turned over to the government. Last year, under the old purchase plan, close to 12,000,000 pounds found its way into government hands; this year, under purchase or loan agreement, there may be no honey for the government.

Those who distribute their own honey often say that they have no interest in a support price or in a loan program. They should know better. Their volume is up; their competition is easier; their price structure is surer. They should be the most ardent supporters of the effort which has been made to bolster the market.

As one good producer and distributor recently told me, less than ten per cent of the producers made the slightest effort to add their own weight to the program. They were content to sit idly by while others

did their work for them. The time may come when they will not be beekeepers any more.

It seems likely now that March will be the early feeding month this coming year. The weather has been warm all through the fall and stores have been used in greater than usual amounts. So down goes the "coal bin."

Astonishment fills me every year when the amount of stores most colonies consume from October to May becomes evident. It makes me wonder how those who claim they seldom have to feed bees in late spring manage to get such results from their efforts. I have read all that I can about this and have heard man after man tell me the same story. Yet, each spring, certain as the spring flowers, comes that time in May when the bees have lost their winter weight and are down to low rations. From then to the flow the total number of colonies that have to be fed mounts constantly until I bless the days when the first slender flow stops the program and we can resort to sugar feed as a stopgap.

You may think we short our colonies. Most of them weigh so much in the fall that it requires three men to lift them off the ground. I know one man would find it impossible and two men would get only so high and no higher. And that weight is mostly winter stores.

The only explanation for the disappearance of such a quantity of food is that brood rearing from the queens and colonies we now have is so great that most of the pollen and honey rapidly transforms into new bees — a modern miracle!

I have said little about pollination for some time. Some readers may think that I am opposed to pollination in beekeeping practice. That is not true. I am for it. My only contention about it has been that pollination, as a part of beekeeping practice, is not everywhere possible and it happens that I am where it would be risky.

A visit recently to Nebraska disclosed a region where pollination, on the part of those with enough bees to satisfy the farmer's de-

mands, is not only a service to be rendered but a venture that yields profits in the hands of skilled operators. If I could get a fair crop of honey and a satisfactory percentage of the seed crop, as they so often do on Nebraska's alfalfa, I would revamp my ways for the profit. It would be pure stubbornness to do otherwise.

I can't quite understand the reports that come from so many that the older hands are remaining in beekeeping because they have to do so; because their investments have been made and they are too old to do anything else. And that young men no longer enter beekeeping except as a sideline.

Young men, it is true, are now able to get jobs rather easily and they are paid at fabulous figures, often for doing little. But there are many who see that this "golden age" is a misnomer. They prefer permanence to the insecurity of high wages. To them beekeeping, with all its new facets, is still an exciting venture. They buy equipment at high prices and go to it. They come in here by the score and talk with excitement. They go to meetings and keep discussion high. As long as this is true, beekeeping is still a man's job.

Things move rapidly in this industry. Likely things move as fast and perhaps faster in most industries. The doctor has a staggering job to keep up in practice and keep himself from being outdated. The chemist is a has-been almost overnight. The geneticist has to undo tomorrow what he does today.

The beekeeper has the same difficulty. Often his habits chain him. He is used to doing things the old way and won't try the new. If he were hard hit he would have to renew his technique constantly or he would cease to be a member of this industry. If his markets were devastating and closed the doors against him he would last a shorter time than Wrigley's chewing gum without advertising.

Truth is, the beekeeper is a self-satisfied soul who doesn't have to fight much for self-preservation. But, like all of us, he loves to gripe!



**James H. Davis . . .**

While returning from an official call in the southwestern part of Arkansas, James H. Davis, chief inspector for the State Apiary Board, apparently attempted to pass a car and was rammed by a large transport truck, about 5 p. m. on November 11. He died as a result of injuries and was buried November 13

at Pine Crest Memorial Park in Little Rock. Pallbearers were George W. Freeman, Raymond Fisher, Amos Dietz, Vaughn Wilson, S. J. Head, George Homes, and Jesse L. Gooch. He is survived by three sons and his wife, Rea H. Davis, secretary to the Apiary Board.

From 1947 until his death, Jim Davis served Arkansas as chief inspector, assisted by his good wife. In that time, bee diseases have decreased markedly in his State, small beekeepers have been encouraged and taught how to do a good job of producing and marketing honey, the marketing of Arkansas honey has improved manifold, and growers of legumes were informed of the value of honey-bee pollination to the extent that the agricultural economy of the State has been greatly improved. Jim Davis had taken several color pictures of beekeeping and pollination which he delighted to show to groups all over Arkansas.

The beekeeping industry and especially that of Arkansas has suffered a great loss. Jim Davis not only served as apiary inspector but was a roving ambassador for beekeeping, promoting bees, honey and pollina-

tion wherever he went. His friends will always remember his booming voice, his enthusiasm and good humor, and his fine philosophy of life.

#### **"A Few Acres and Security"**

L. W. Steelman has written a very interesting book with this title intended primarily for the small farmer or the city dweller planning on eventually securing a home in the suburbs or the country.

There are discussions of proper locality, the home and its surroundings, the flower garden and premises. Then comes detail in methods and pursuits for income sources such as garden, fruit, bees, livestock, poultry, mushrooms, etc. Organic farming, soil conservation, fertility, irrigation, the farm woodlot, tools, electricity, deep freezes, diseases and pests, are all well treated in this 330-page quarto size book with 700 illustrations. The bee and honey chapter is well done.

The book is published by Greenberg, 201 E. 57th St. New York, and sells for \$5.00. Copies may also be obtained from the American Bee Journal office. We can recommend the book as a nice adjunct to small scale operations and home planning and building.

We wish to take this opportunity to thank all of our customers for their patronage, and to extend

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#### American Beekeeping Federation Annual Meeting

San Jose, Calif., January 26-31

Due to a conflict with another group using the same facilities, the date of the annual meeting of the American Beekeeping Federation has been changed to January 26 to 31, 1953.

As announced earlier, it will be in San Jose, Calif., with headquarters at the Sainte Claire Hotel. This is some 40 miles south of San Francisco in the heart of the Santa Clara Valley.

Meetings of the Executive Committee, the Board of Directors and of the Apilary Inspectors of America will be on the 26th and 27th.

The Federation Program will be on the 28th, 29th and 30th and the new Executive Committee is scheduled to meet on the 31st to perfect the program for the ensuing year.

One day will be given to pollination and the problems arising in that relatively new field.

Sales promotion and the 1952 results will have good coverage, as will many other topics that are of perennial interest to beekeepers.

Meetings of the Ladies Auxiliary, the 500 Club and other special groups are being arranged for the evening of the 28th, and the annual banquet for the evening of the 29th.

The purpose of all of it is serious and important business for beekeepers, but tied to it also is the opportunity for an enjoyable vacation.

For both business and pleasure, plan now to attend this meeting in San Jose on January 26 to 31.

#### Westchester Co. Beekeepers Assoc. New Rochelle, N. Y., December 21

The Westchester County Beekeepers' Association will hold its regular monthly meeting at 2:30 p.m. on Sunday, Dec. 21, at the Odd Fellows Hall, 20 Lockwood Ave., New Rochelle, N. Y. At this time we will have our Christmas party. All members are urged to bring their children or their nieces or nephews. We expect to have a big time with lots

of presents and plenty of refreshments. Different movies for the children and the grown-ups. Visitors are welcome too.

Carlton E. Slater, Publicity

#### Annual Meeting Colorado Beekeepers Assoc. Denver, December 8-9

The Colorado Beekeepers Association will hold their annual meeting at the Auditorium Hotel in Denver, Dec. 8 and 9, 1952.

The main discussions will be on better management in the bee yard and preparations of the honey, leaving the bee diseases to the research committee.

Gene Wadleigh, Sec'y.

#### Minnesota Beekeepers Assoc. Minneapolis, December 2

Minnesota beekeepers are holding their annual meeting on December 2 at the Curtis Hotel in Minneapolis. All beekeepers are urged to attend.

#### Montana State Beekeepers Assoc. Bozeman, December 5-6

The thirty-first annual meeting of the Montana State Beekeepers Association will be held at the Baxter Hotel in Bozeman, Montana on December 5 and 6. There will be a banquet at 6:30 P. M. on December 5. Program will include discussion of amending our Bee Law, a report of the officers and plans to improve the aid to Montana beemen.

Mrs. O. R. Burdett, Sec'y

#### Michigan Meeting East Lansing, December 13

The annual business meeting of the Michigan Beekeepers' Association will be held as follows:

Place—Room 32 Union Building, Michigan State College, East Lansing.

Date—December 13, 1952.

Time—10:00 A. M. to 5:00 P. M.

Program—Business, reports and talks of interest to all beekeepers. All member and non-member beekeepers are urged to attend.

E. C. Martin, East Lansing  
Program Chairman

#### Annual Meeting Tennessee Beekeepers Assoc. Nashville, December 4-5

The date of the annual state meeting of the Tennessee association has been changed from December 11 and 12 to December 4 and 5. The meeting will be held at the Hermitage Hotel in Nashville.

L. H. Little, State Apiarist

#### Pennsylvania State Beekeepers' Association 49th Annual Meeting State Farm Show Building Harrisburg, Pennsylvania Tuesday Morning, January 13, 1953 9:30 to 11:15

Room E — Second Floor  
Main Show Building  
Chairman: Paul S. Ziegler,  
President, Bethel, Pa.

Invocation.

Greetings of Welcome — Hon. Miles Horst, Secretary of Agriculture, Harrisburg.

Report of State Inspection for 1952 — Harry B. Kirk, Senior Entomologist, Bureau of Plant Industry, Harrisburg.

Care of Extracted Honey — Prof. Edwin J. Anderson, In Charge of Bee Culture Research, Pennsylvania State College.

Preparation of Honey for Market — R. B. Willson, Specialist in Honey and Beeswax, New York City.

Honey House Management — Dr. E. J. Dyce, Professor of Apiculture, Cornell University.

Tuesday Afternoon, January 13  
1:30 to 4:00

Report of Secretary-Treasurer — H. M. Snavely, Mt. Pleasant.

President's Address — Paul S. Ziegler, Bethel.

Election of Officers.

Business Session.

Report of Annual Short Course in Beekeeping at State College — Mrs. Martha Stull, New Kensington.

Renting Out Bees for Pollination — W. Ralph Gamber, Lancaster.

**BEEKEEPERS' BANQUET**  
Tuesday Evening, January 13 - 6:30  
Colonial Park Evangelical and Reformed Church, Three Miles East of Harrisburg on North Side of No.

22 Highway. Watch for Sign!

Toastmaster — A. R. Dean, Pittsburgh.

Blessing for the Meal.

Special Vocal Music — Ladies Quartet, Messiah Bible College, Grantham.

Address: The Alaskan Highway — Earl D. Warner, Red Lion.

Motion Picture: The Dance of the Honey Bee.

Wednesday Morning, January 14  
9:30 to 11:45

Room E. Second Floor,  
Main Show Building

Report of Committees.

Illustrated Talk on Honey Packing Plants — Dr. E. J. Dyce.

Some Marketing Experiences of Beekeepers — Norman F. Reber, Field Editor, Pennsylvania Farmer.

Effect of Some of the Newer Insecticides on the Honey Bee — W. W. Clarke, Jr., Extension Apiarist, State College.

The Use of Honey in Cooking — Mrs. Ethel Barton, Townville.

Wednesday Afternoon January 14  
1:30

Some Experiences in 4-H Bee Club Work — Miss Anna R. Ressler, Myerstown.

Honey's Place in the World of Commerce — R. B. Willson.

A Review of Research Work in Bee Culture at the College (Illustrated with Slides) — Prof. Edwin J. Anderson.

Report of Resolutions Committee.  
Announcements and Adjournment.

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**Grand Rapids 4, Mich., U.S.A.**

# Crop and Market

by M. G. Dadant

## Crop Compared to 1951

The New England states seem to have had a better crop than last year, except perhaps along the Champlain Valley. This shorter crop applies to eastern New York, but central New York seems better, with a shorter crop in western New York and extending into Pennsylvania, Ohio and Indiana.

The crops along the Atlantic coast have been about normal, perhaps a little short, except that Virginia, Maryland and Florida seem at least as good as 1951. Short crops are reported in Tennessee and Kentucky and extending into northern Alabama and Mississippi. Even with very disappointing crops, Texas and Louisiana will perhaps have had as much honey as last year, but the fall flows have been extremely disappointing.

We have had a spotted crop in Illinois with some very heavy production in the central and eastern areas, and light in the southern. Iowa has had a particularly heavy crop in northern and western sections. Michigan perhaps will rank average with last year, and Wisconsin about the same, with Minnesota reporting a much heavier crop than in 1951, particularly in the Red River Valley and southern areas.

Both Kansas and Oklahoma report short crops, with Arkansas about normal. Northern Missouri was above last year. Western Nebraska is reported as much better than last year, as is eastern Colorado. The same holds good for central and southern Wyoming.

The Dakotas seem to have had a better crop than last year. Montana, however, is extremely short as are Idaho and northern Wyoming. Utah may be normal, but western Colorado will have no more than last year and the southern areas are short, as is New Mexico. Arizona is about normal. Washington and Oregon report their crops were both short of last year.

While the San Joaquin Valley had less honey than last year, the average crop for California will be far in excess of 1951 due to the "blossoming of the desert." Heavy rains last spring revived the foliage, and crops

were still being gathered on November 1, although mostly pollen.

All in all the country over, the crop should be at least as good as 1951, and perhaps will exceed it.

## Condition of Bees

The condition of bees universally seems good, except that in some of the prolonged dry areas like southern Colorado, Oklahoma, east Texas and extending westward, the fall crop has missed and bees may be short. Kansas joins this group. It is likely the prolonged warm fall will have meant a consumption of stores, where no fall crop was gathered, and there may have been some late fall brood rearing. Beekeepers will have to watch carefully next spring so that their colonies do not run short of stores earlier than had been anticipated.

## Condition of Plants

Everywhere we hear the same report from Texas to the Canadian provinces, and from New England westward to Oregon. The shortage of moisture has not been good for honey plant conditions and this is particularly applicable to those sections where there are late seedings of the legumes. This would mean particularly from North Carolina to Texas and sections of New Mexico where crimson clover, alfalfa and other legumes are planted. The alfalfa regions of the North also report possible difficulties in survival of late seedings.

While white Dutch clover has been harmed, we believe that the drought has not been sufficient in most white clover areas to hurt the plants for winter.

## Honey Prices

In practically all sections honey is selling better than it has for a long time, probably since the war, although we have a few reports of slow markets.

Here we find as usual a very great range in prices from one section to another and even within a section. For instance, Illinois reports retail sales of white honey as low as 60 cents for a 5-pound pail and as high as \$1.50.

The average of 24 16-ounce jars in the East will run from \$6.00 to \$7.00 per case, ranging down to in the neighborhood of \$5.80 to \$6.10 in the central areas, or perhaps a little lower than this, but rising again when we reach the coastal areas. Six 5-pound pails usually sell to grocers from \$5.40 to \$6.00, although some reports are as low as \$4.50. Evidently the store that was selling for 60 cents was able to buy for less than this. We are not apprised of the quality of the honey.

There are hardly enough reports to give an idea of bulk comb or section comb honey prices, although they usually range for a case of 24 from \$7.00 to \$9.00 per case.

## Jobbing Prices

There are very few sales in bulk in the eastern areas. In most cases, throughout the country, honey is moving at least at the support prices and in many cases considerably higher. We learn of one large carload shipment from Montana at 13 cents f.o.b. shipping point, and west coast jobbers now are offering white honey at from 12 to 13 cents per pound in carlots.

While California usually is a source of excess honey, the shipment of some 16,000,000 pounds to foreign countries, most of it from California, on the foreign support basis has pretty well cleaned up the excess amounts there and made honey in good demand.

Some 3,000,000 pounds have been diverted to other industries since July 1.

## Summary

All in all, bees are going into winter in satisfactory condition perhaps with more than the average number of bees but with the possibility of a shortage of stores in the spring. Honey plants are plentiful but may suffer on account of the drought, although late rains may have helped considerably.

Honey is moving satisfactorily and should show no sign of a slump. In fact, apparently very little will go under the purchase and loan program, partly due to stimulative efforts in selling and partly to the support price removing much honey for foreign export.

**Honey Wanted**—Cars and less than car. Top Prices.  
C. W. Aepler Co., Oconomowoc, Wis.

# The Market Place . . .

## BEES AND QUEENS

**THREE BANDED ITALIAN QUEENS**—Best of quality and very gentle. Re-queen now for next spring honeyflow. 1 to 25, \$1.00 each; 25 up, 50c each. Alliance Bee Company, Graham, N. C. Phone 4703.

**SHORT'S QUEENS ARE GOOD QUEENS.** Try them and you will find their colonies tops in production, gentleness, and free from diseases. Three banded Italians only. Used by leading honey producers for more than 30 years. Requeen now for maximum production next year. \$1.00 each; 10, \$8.00; 25, \$20.00. Prompt shipment. Postpaid. H. C. Short, Fitzpatrick, Ala.

**SELECTED ITALIAN QUEENS** 75c each, Caucasian 90c, Carniolans \$1.00 each. All queens shipped by Air Mail and guaranteed to please. Walter D. Leverette, P. O. Box 364, Ft. Pierce, Florida.

**YELLOW ITALIAN QUEENS**, package bees for 1953. Health and service guaranteed. O. E. Brown, Route 1, Asheboro, North Carolina.

**YANCEY HUSTLER** Package Bees and Queens. Ready to go April 1st. Booking order; no advance payment required. Caney Valley Apiaries, Bay City, Texas.

## FOR SALE

**FOR SALE**—Approximately 100 colonies of bees and extra equipment. Mostly new and standard. Also 45-frame extractor, over 100 new 60 lb. cans, capping knives, electric imbedder, and other equipment too numerous to mention. W. M. Sheridan & Sons, Sutton, Nebraska.

**FOR SALE**—Diamond Spinner used one season, in good condition. Stainless steel, \$300. 1500 standard 9 1/2 inch new K.D. frames at \$3.00 per hundred, f.o.b. A. B. Chenovick, 825 Helena, Helena, Montana.

500 colonies of bees and all equipment. honey house, modern home, or bees without home or honey house. Would rent honey house. J. T. Camp, Hot Springs, Montana.

**FOR SALE**—New and used Electro Filling Machines. Models from \$165.00. Hancock Honey House, Hancock, Iowa.

500 colonies of bees, all equipment, honey house, with or without modern home. White honey district with high long term average. Health certificate furnished. Ned F. Dressel, Ronan, Montana.

**FOR SALE**—9000 new KD 9 1/2 inch brood frames, grooved top, solid bottom, at \$8.00 per hundred f.o.b. Teds Cabinet Shop, 910 N. Main, Helena, Montana.

**SIFTED CANE** and beet sugar sweepings. Sold f.o.b. Chicago. Northwestern Sugar Co., 1900 N. St. Louis Avenue, Chicago, Illinois.

## HONEY AND BEESWAX WANTED

**WANTED**—All grades extracted honey. Send sample, price and quantity. Deer Creek Honey Farms, London, Ohio.

**CASH PAID** for honey in all grades. Submit samples. Schults Honey Farms, Ripon, Wisconsin.

**WRITE FOR SHIPPING TAGS** and current quotations on rendered beeswax. Any amount from one pound up bought. If you have 25 pounds or more, save 25% by letting us work it into foundation for you. Walter T. Kelley Co., Clarkson, Kentucky.

**WANTED**—Extra white and light amber honey. Let us ship you the containers. Sell us your honey for CASH on delivery. The Hubbard Apiaries, Manufacturers of Bee Supplies and Comb Foundation, Onsted, Michigan.

Copy for this department must reach us not later than the tenth of each month preceding date of issue. If intended for classified department it should be so stated when advertisement is sent.

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Advertisers offering used equipment or bees on comb must guarantee them free from disease or certificate of inspection from authorized inspector. The conditions should be stated to insure that buyer is fully informed.

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**HONEY WANTED**—All grades and varieties. Highest cash prices paid. Mail samples. State quantity. HAMILTON & COMPANY, 1380 Produce Street, Los Angeles, California.

**CARLOADS** or less of honey and wax. Send sample and price. Alexander Co., 819 Reynolds, Toledo, Ohio.

**WANTED**—All grades comb and extracted honey, large or small amounts. Quote price in first letter. Mail sample. King Honey Co., 4306-10-12 E. Truman Road, Kansas City, Mo.

**CASH PAID** for white and amber extracted honey. Send samples and state quantity available. Prairie View Honey Co., 12303 Twelfth St., Detroit 6, Mich.

**WANTED**—Good quality honey in 60's. Send sample. Quote price. Clearbrook Honey Farms, Clearbrook, Minnesota.

**WANTED**—Cut-comb and strained. Send samples and price. Cole Honey Co., 4460 Piedmont Ave., Oakland, Calif.

**WANTED**—Small or large quantities of amber honey. R. L. Griggs, Hancock, Iowa.

**WANTED**—Water white clover honey, truck or car lots; also light amber. Mail sample and lowest cash price. Write Stoller Honey Farms, Latty, Ohio.

## HONEY FOR SALE

**HAVE** 10 sixty-lb. cans at \$12.00 per sixty. August Warhalaski, 2416-9th St., Columbus, Nebr.

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**ANY GRADE**—any amount. Alexander Company, 819 Reynolds, Toledo, Ohio.

**CLOVER EXTRACTED HONEY** in sixties. Ralph Gamber, 910 State, Lancaster, Pennsylvania.

**HONEY**, white clover, 18c per lb. 5 sixties or more, 17c. Satisfaction guaranteed. Loss Brothers, 206 E. Jefferson, Louisville, Ky.

**FANCY TUPELO** and galberry chunk comb, 1 1/2 and 2 1/2 lb. square jars. N. Forehand, Destin, Fla.

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**WANTED**—Helper in queen and package bee production to be paid mostly in packages. Can supply small house, water, light, gas. Work until near end of season, about May 20th. Good wages and agreeable working conditions. S. J. Head, Crossett, Arkansas.

**WANTED**—Experienced beekeeper, able, active, clean habits and good truck driver. For migratory honey and pollination production in California. Wages and opportunity open. Reply fully. A. Innes, Sausalito, Calif.

**APPLICATIONS WANTED** for year around work in commercial beekeeping. Give experience, age, and salary details in first letter. York Bee Company, Jessup, Georgia.

**WANTED**—One fully experienced queen breeder and one general helper for next season. Give age, experience, references and salary expected. Start work February 1st. Florida Bee & Honey Company, 2649 Raeford Road, Orlando, Fla.

**WANTED**—One experienced and one inexperienced man for 1953. Must give references. Steady work for the right man. Howard Weaver, Navasota, Texas.

## WANTED

**WANTED**—Used bodies and Illinois supers, in good condition. Wahls Apiaries, Chenoa, Ill.

**MIDWESTERN BEEKEEPER** with 1000 colonies will either buy or run on shares with option to buy from 200 to 500 additional colonies. Must be 10-frame equipment with full depth supers preferred. Write Box 53, c/o American Bee Journal.

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**HONEY PLANTS** our specialty. Catalogue on request. Fallett Gardens, Atlantic, Iowa.

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Carloads and less than carloads.  
Mail sample and best prices in all  
grades.

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Improved designs, embodying color,  
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Please send for free samples & prices.

**C. W. AEPPLER COMPANY**  
Oconomowoc, Wisconsin

## Selling Through Brokers And Wholesalers . . .

(Continued from page 501)

of marketing has been developed  
for them.

So the question arises—can we  
do this for honey? Naturally, we  
can. A continuous, industry-wide  
promotion is the solution. The pro-  
motion in October under the U.S.D.A.  
has pointed the way. We must con-  
tinue this public education and not  
lose the contacts which have been  
made. We must continue to interest  
people in honey.

At a meeting of the Texas Associ-  
ation in September, a plan by which  
we can overcome this difficulty was  
discussed. It was proposed that a  
Honey Industries Council be estab-  
lished to continue the promotion of  
honey. This organization could have  
any name decided upon and it might  
grow out of an already existing or-  
ganization.

It must represent and be sup-  
ported by the beekeeping industry,  
including researchers, breeders, pol-  
linators, honey producers, packers,  
merchants, supply manufacturers  
and distributors, each contributing  
proportionately, and all being rep-  
resented.

Such an organization would de-  
velop to be the central organization  
of the industry to receive contribu-  
tions, to finance all projects such  
as research work, promotion of hon-  
ey by the American Honey Institute,  
and advertising and promotion of  
honey on a national scale.

Such an organization would even-  
tually end the confusion and frus-  
tration now caused by several or-

ganizations asking for contributions  
to carry on the work of the industry.

The Texas Association elected a  
Council Fund Committee to solicit  
and accept contributions from all  
Texas beekeepers, the money to be  
held in escrow, to be turned over to  
a national organization when 50 per  
cent or more of the beekeeping in-  
terests have subscribed to a fund,  
which in the minds of the commit-  
tee, will do a worth-while job. If a  
nation-wide fund is not raised by  
September 30, 1953, the money held  
in escrow by the Texas Committee  
will be returned to the subscribers.

This Council Fund plan was en-  
dorsed almost unanimously by the  
beekeepers at the Texas meeting,  
and most of them subscribed, even  
though there had been a short hon-  
ey crop. This year Texas beekeepers  
are subscribing at the rate of 6  
cents per colony of bees, but plans  
are under discussion to change this  
to so much per pound of honey pro-  
duced, or so much per queen or per  
package, or so much per pound of  
honey packed, so that everyone will  
contribute his fair share.

Similar programs are used suc-  
cessfully by other agricultural  
groups, so let us get together and in  
the same way make honey a staple  
in everybody's diet. Then we will  
have an orderly market at high  
level prices.

We are packers of Pure Clover  
Honey and are using carloads.  
If you have any to offer, kindly  
communicate promptly with us.

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**JOHN DAVIS  
ITALIANS**  
1-34 ..... \$1.15  
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100 up ..... .95

Get fresh young queens in your colonies in time for a fine  
build-up for fall and winter.

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Box 122

**DADANT'S STARLINE  
HYBRIDS**  
\$1.40  
1.30  
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Pat. Off.

Shelbyville, Tennessee

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Explains the growing meat rabbit indus-  
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**Canadian Bee Journal**

Stratfordville, Ontario, Canada

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Blue Ribbon  
PACKAGE BEES  
and  
QUEENS

P.O. Box 239, Colusa, Calif.

## BRIGHT THREE-BANDED ITALIAN QUEENS

1 to 50, 90c each; 50 or more, 80c.  
We guarantee safe delivery Satisfaction.  
Orders filled promptly.

TAYLOR APIARIES

Box 249 Luverne, Ala.

## Oklahoma's Honey

### Market Program . . .

(Continued from page 503)

The Oklahoma Retail Grocers Association recently held its annual Food Show, and invited us to build a honey display, in cooperation with the Food Distribution Branch of PMA. This was one of the approximately 125 displays at the food show. During the five days of this food show, we distributed approximately 1,500 recipe booklets to housewives who visited the display. These recipe booklets consisted of recipes furnished to us by Mrs. Harriett M. Grace, Director, American Honey Institute. We desired to find out how much interest the general public had in the display; therefore, we spot-checked the time spent by people at the various displays. We were happy to find that the honey display was one of the 10 displays where those who visited the food show spent most of their time. This display was built so that it could be knocked down and loaned to other states, or used in our larger super markets.

We are now in the process of working with chain stores and some of the larger super markets to improve their honey displays. This will be done by actually building displays in the retail stores and maintaining a representative of this divi-

sion to visit with housewives, regarding the food value of honey and its various uses in cooking. This program will display all types of honey in various containers, regardless of origin. The reason we are setting up the program on this basis is due to our feeling that the marketing of honey is a national problem and cannot be limited to state boundaries.

We feel that the American Beekeeping Federation should recommend an over-all honey marketing program, and the Marketing Divisions of all states could carry out their part of this program. With this attitude, we stand ready to carry out our part of such a marketing program, inaugurated by the American Beekeeping Federation, providing our funds are adequate to participate.

Visits with marketing officials of other states have shown that they have not been contacted by their state beekeeping associations regarding honey marketing problems. Since the beekeeping industry is of major importance to our over-all agricultural picture, state marketing officials would certainly give these problems their full consideration. In case state associations have not called on their state marketing officials, it is suggested that they do so, providing they desire such assistance.



## THE MARSHFIELD MFG. CO. (Inc.)

### MARSHFIELD WISCONSIN

Extends to their many customers, friends,  
and associates in the beekeeping industry  
our

### VERY BEST WISHES

for an enjoyable and

### HAPPY HOLIDAY SEASON

Our hope is that you have enjoyed a prosperous year, and our wish is that good fortune will be yours in the year ahead.

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